

Mr. Bishop

MAY 1 1925

THE Publishers' Weekly

The American Book Trade Journal

VOL. CVII.

NEW YORK, APRIL 25, 1925

No. 17

Coming May 8th—for Spring and Summer Sales

STOLEN IDOLS

By E. PHILLIPS OPPENHEIM

Here's an enthralling mystery story that you can recommend enthusiastically to all lovers of novels with seemingly insoluble plots. Seldom does a mystery story mystify the reader so completely and in such a steadily interesting manner as this tale of the adventures of Geoffrey Ballaston, following his theft of a famous Chinese idol in an attempt to restore the fallen fortunes of his family.

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September	282	July	222
October	238	August	129
November	198	September	115
December	441	October	192
	1924	November	287
January	220	December	427
February	158		1925
March	143	January	318
April	158	February	335
May	180	March	352
June	224	April (to 15th)	130

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Philosopher

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Keyserling

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The most important foreign book to be published so far this year.

"With a truly Protean versatility and power of adaptation, Keyserling enters into the spiritual life of every racial type with which he comes in contact."
—Kuno Francke, *The Saturday Review*.

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and
The Common Reader

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Cloud

By the author of "A Thread of English Road," etc.

"Mr. Brooks' return to the field of the essay—he has been away from it for some time writing plays and travel books—is to be welcomed. I cannot imagine anyone who loves good essays failing to enjoy this book."—Herschel Brickell, *N. Y. Evening Post*.

Illustrated by Julia M. Flory \$2.50
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Harcourt, Brace &
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Not the literati—there aren't enough of them—and they don't buy.

No sir—it isn't any "cultured" group—it is the great "ham-and-eggs" public that makes best sellers—if any.

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THE CHICAGO DAILY NEWS FIRST IN CHICAGO

*Advertising lineage figures for the first three months of 1925:

TOTAL DISPLAY ADVERTISING

The Daily News	3,700,986	agate lines
The next paper	2,853,822	"

BOOKS

The Daily News	31,735	"
The next paper	22,247	"

IMPORTANT ANNOUNCEMENT

Noble and Noble have purchased the plates and publishing rights of the following books from Hinds, Hayden and Eldredge's catalogue and taken over the stock on hand.

<u>College Song Books</u>		<u>Readers</u>
<i>(Words and Piano)</i>		Character Building Readers <i>(12 Volumes)*</i>
Songs of All the Colleges 2.50		Hix's Approved Selections <i>(8 Volumes)*</i> each .72
Songs of Harvard 2.00		Hulshof's Reading Made Easy for Foreigners <i>(3 Volumes)*</i>
<u>Debate Books</u>		Morgenstern's Lip-Reading* 1.60
Craig's Pros and Cons <i>(Complete Debates)</i> 2.25		Spanish American Primer, First and Second Readers*
Henry's How To Organize and Conduct a Meeting 1.25		Stoddard's What Shall I Do 1.25
Nichol's Intercollegiate De- bates <i>(7 Volumes)</i> ea. 2.50		
Palmer's New Parliamen- tary Manual 1.00		
Shurter's Both Sides of 100 Public Questions 2.00		
<u>Dictionaries</u>		<u>Speakers</u>
Ellis' 1000 Mythological Characters Briefly De- scribed 1.25		Blackstone's Best American Orations 2.00
Frisbee's 1000 Classical Characters Briefly De- scribed 1.25		Blackstone's New Pieces That Will Take Prizes .. 2.00
Likes and Opposites <i>(A Dictionary of Synonyms and Antonyms)</i> 1.00		Brownlee's Patriotic Speaker 1.75
<u>Elocution and Reading</u>		Craig's Pieces That Have Taken Prizes 2.00
College Girls' Three Min- ute Readings 2.00		Davis' Commencement Parts 2.50
College Men's Three Min- ute Declamations 2.00		Gunnison's New Dialogues and Plays 2.50
Coomb's Ten Weeks' Course in Elocution* 2.00		LeRow's Pieces for Every Occasion 2.00
Fenno's Science and Art of Elocution* 2.00		Pearson's Extemporaneous Speaking* 2.00
Lewis' Selected Readings from Popular Novels 2.00		Pearson's Humorous Speaker 2.00
<u>English</u>		Pearson's Speaker Series <i>(32 Volumes)</i> paper, each .50 cloth, each .75
Ellis' Common Errors75		The above in <i>(8 Volumes)</i> cloth, each 2.50
Heydrick's Short Studies in Composition*60		Ross' Southern Speaker 2.00
Hix's Outlines of Books I Have Read*44		Scott's Psychology of Pub- lic Speaking* 1.60
Hix's Fifty English Clas- sics Briefly Outlined 1.75		Yendes' Entertainments for Every Occasion 1.50
Kirkland's 1000 Composi- tion Subjects*35		
Massee's Merchant of Ven- ice Completely Outlined50		
Murphy's Patriotic Poems Explained 1.00		
Radford's Composition and Rhetoric* 1.52		
Sheran's Handbook of Lit- erary Criticism* 2.40		
<u>Ethics</u>		
Gregory's Christian Ethics* 1.50		
Mackenzie's Manual of Ethics* 2.00		
Dewey's Lessons on Man- ners* 1.00		
Dewey's Lessons on Morals* 1.25		
<u>History and Geography</u>		
Clopper's Facts of Porto Rican History*75		
Dewe's Medieval and Mod- ern History* 2.50		
Henry's New Normal His- tory of the United States* 1.60		
<u>Psychology</u>		
Gordy's New Psychology* 1.80		
Stout's Groundwork of Psy- chology* 1.60		
Stout's Manual of Psychol- ogy* 2.00		
<u>Questions and Answer Books</u>		
Craig's New Common School Question Book with Answers 2.00		
Henry's New High School Question Book with Ans- wers 2.00		
Leupp's How to Prepare for Civil Service Examinations 3.00		
1000 Questions and Answer Books <i>(11 Volumes)</i> each .75		
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<u>Special Information</u>		
regarding any of these publications may be had upon request.		
In case of the books starred (*) write for our terms for class supplies.		

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The Book Sellers Convention

(The 25th Annual)
The Drake Hotel

Chicago

May 11-14

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"More and Better Bookselling"MAY
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THE PROGRAM: Five sessions with America's greatest experts in the Art of Selling More and Better Books—No Bookseller can afford to miss this Convention.

THE ENTERTAINMENT: "Get-Together" Dinner; Luncheon at the Swift Co. Plant; Tour of the Park & Boulevard System; Chicago Publishers' Theater Party; The Chez Pierre (Miss this and you are lost); The Banquet (Dancing till 2 a.m.—20 Souvenirs).N
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Send your reservation to the Drake Hotel today.

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A Western Story



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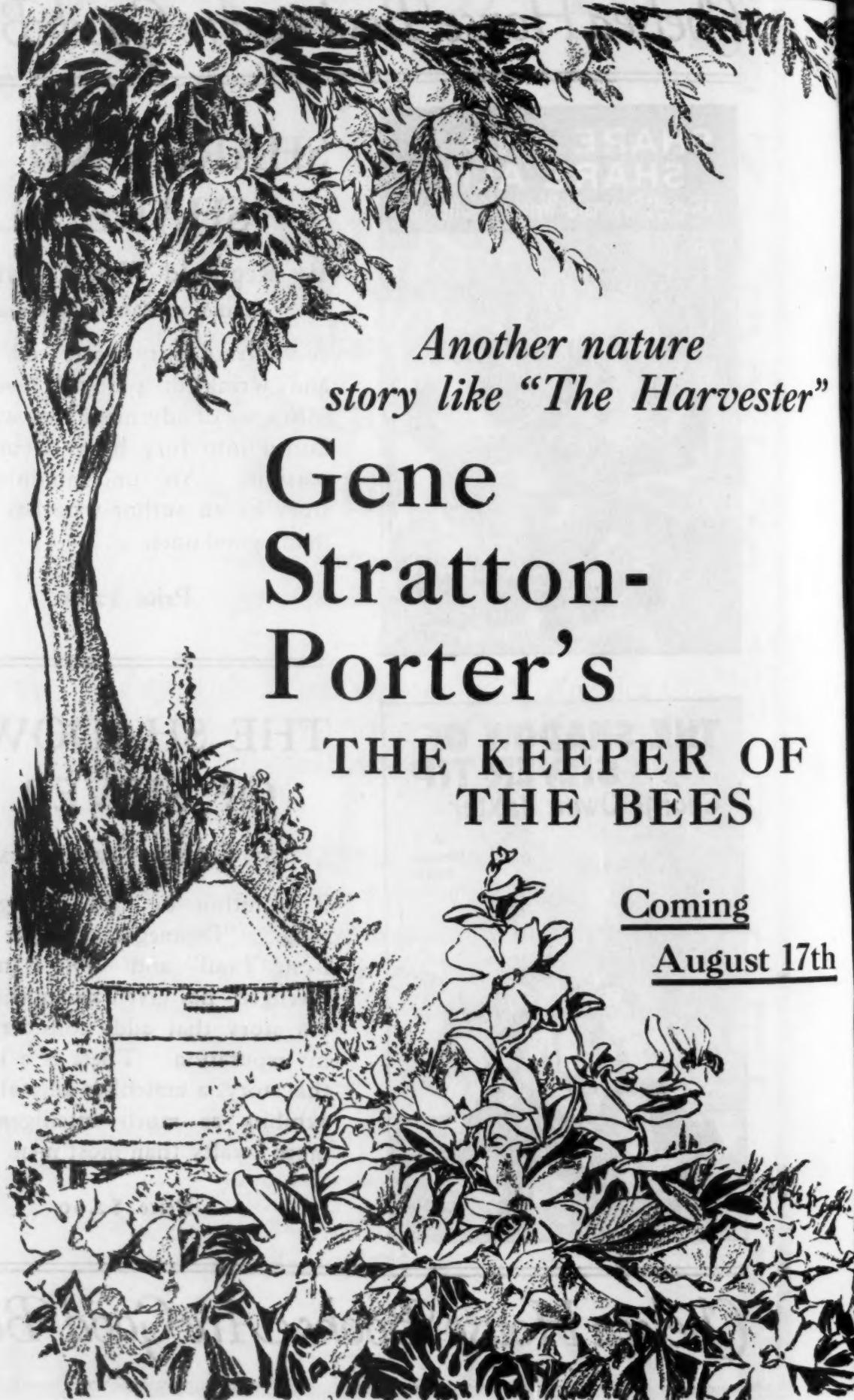
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5. It is one of the most expensively made \$2.-books ever published. Just think. A three colored wrapper, 12 pages of decorated color front matter, besides end papers, and four illustrations reproduced in four colors from paintings made especially by Gordon Grant. Compare it in format and gift value to any book on the market.

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By ARCHIBALD MARSHALL, *author of "The Squire's Daughter," etc.*

Archibald Marshall writes a mystery story and a fine eventful, baffling tale it is. Written in Mr. Marshall's charming manner and with the setting in his beloved English countryside, readers will find it packed with interest and enjoyment from cover to cover.

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The dapper young French detective finds more mysteries to tax his quick brain and keen insight into men and their motives.

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By OLIVE WADSLEY

The romance of a reckless, high-spirited girl who took all that life and love could offer, heedless of the rocks ahead.

\$2.00

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A new volume in the famous "Deeper Issues Series," recording the further psychic experiences of the author in her quest of spiritual understanding and health.

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The Second Bullet

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A man is shot dead at the door of a famous criminologist. A thrilling series of adventures follows until an unlooked for incident provides the surprising solution.

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A complete analysis of the immigration situation in America today, with a study of its problems through three decades. Presents the basis of an intelligent immigration policy for the future. Illustrated.

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The PUBLISHERS' WEEKLY

THE AMERICAN BOOK-TRADE JOURNAL

NEW YORK, APRIL 25, 1925

The Vogue of the Detective Story

By Joseph Lewis French

Editor of "Great Detective Stories," (Dial Press)

CLASSIFICATIONS like comparisons may often be odious. Nevertheless I venture to divide readers of detective stories into two classes: those who like the stimulus of following up a plot more or less breathlessly to its dénouement, and those who read for their diversion. I cannot venture at all to say which of these two divisions is the larger. A famous American writer of detective stories not long ago called my attention to the very cogent fact that American readers were constantly seeking what he happily phrased as "mental gymnastics." Of course, this is the keenest class of readers, perhaps not necessarily the most intelligent. The second class reads the detective story simply for pleasure, preferring this kind of tale to any other, but is not specially interested in unwinding the mystery—rather, letting it work itself out in the complacent assurance that it will take care of itself, as in most instances it most assuredly does.

For this branch of literature has become highly developed. And some of the most

highly developed intelligences in this country devour the product. The late President Roosevelt, who was an omnivorous reader of everything—I wonder how many recall the article in the *Atlantic Monthly* devoted solely to this topic during his second term—confessed toward the end of his remarkable career a remarkable fondness for the detective story. The popularity—in fact, it is a steady and unwavering vogue—of the detective story can be explained, therefore, in a breath: it appeals to all classes alike.

The general report thruout the book-trade is that the demand was never steadier or more brisk than it is today. There is a live demand that more than keeps pace with the current supply. And yet new writers are constantly appearing. For the old masters there is a steady call. The best sellers among Poe's works are still his detective and mystery tales. Two nations have lately arisen as one man and called on Conan Doyle to restore "Sherlock Holmes" to life.

The early French masters, Gaboriau, Du Boisgobey, and the rest still sell actively in low-priced editions. The managers of the big ten cent stores will tell you that their sales of detective stories, altho largely perforce of early and out of copyright work, far exceed all other kinds of literature, and such buyers perpetuate the undying fame of "File 113" and "The Mystery of a Hansom Cab."

Detective literature, in the truest sense, was founded by a French criminal who

sounded all the depths and shoals of infamy and afterwards became a shining light in the Paris Police—the head of its detective force. I refer to M. Vidocq, whose astounding "Memoirs," covered with the dust of half a century in America, will undoubtedly be revived by an American firm this fall. I am, at sixty-six, one who would naturally be classed as a "jaded reader," and yet I read him last fall almost breathlessly. Vidocq is a classic—my own opinion is, a great one. In tracing the development of detective literature, it is, I think, plain that Vidocq's long nervous narrative, in which there is hardly a dull page, must have been the immediate stimulus of Poe, to whom belongs the honor of founding the detective story fiction. I cannot imagine where else Poe could have got his first impulse except from the living pages of the arch-criminal, arch-detective. There was no other source of inspiration, not a single book, not a single tale, if we except the remarkable examples of deductive analysis supplied by Voltaire in his "Zadig," which Poe undoubtedly knew. It is true that Poe loved deductive analysis for its own sake, but I cannot shake the feeling that Vidocq inspired him to apply it directly to crime. Voltaire's story was a mere episode embedded in a romance. So astute an authority as Carolyn Wells, in her "Technique of the Mystery Story," frankly claims that "M. Lecocq," the master-mind of Gaboriau's novels was, indeed, Vidocq himself. I cannot leave Vidocq, whom, as I say, I regard as the father of all detective literature, without one more word. His pages from first to last illustrate the shining virtues in all literature about crime which is of necessity mysterious, of realism, of verity. He had these in abundance, because he had lived the double life to the full and knew so intimately both sides of the picture.

With "The Purloined Letter," "The Murders of the Rue Morgue" and "The Mystery of Marie Roget," the world on both sides of the water at last woke up to the marvel of the detective-story. The laurel in fiction belongs to Poe forever. French writers soon began to follow him, till, finally, with the entrance of Gaboriau, who wrote the first detective novel, the school was fairly established. English writers of great genius had also been irre-

sistibly attracted. What is "Bleak House" in reality, so far as the actual thread of the narrative and its most thrilling scenes are concerned, but a great detective story? Who is more likely to become immortal in the gallery of great operators than Inspector Bucket? His original was Inspector Field of the London force, whom Dickens knew very well and whom he has undoubtedly described to the very life. Another great figure, nearly contemporary, was Mr. Sergeant Cuff, the strongest character and the one about whom the whole story revolves, of Wilkie Collins's "The Moonstone." Dickens, had he lived, as Arthur Reeve once remarked to me, might have produced the great masterpiece of all time. He has certainly left hostages to fame in his "Mystery of Edwin Drood," the last thing he wrote, as he had done before in "Bleak House." I must not slight in this necessarily brief article some reference to "No Thoroughfare," the astonishing joint production of himself and Wilkie Collins, which contains all the best elements of a detective-story, altho there is no "real" detective in it! Dumas, the most prolific and versatile writer that ever lived, could not resist the temptation of showing off D'Artagnan, his favorite hero, in the character of a sleuth, as the reader will recall who is familiar with the pages of "The Vicomte de Bragelonne."

The tradition of our own detective literature, founded, to our everlasting honor, by Edgar Allan Poe, was first notably reawakened by Anna Katharine Green in "The Leavenworth Case." There are still living among us those who recall the thrill with which this novel was welcomed by the English-reading public. And that thrill is not over yet. The book is still in active demand—Who has not read it? And I saw a fine movie of it only the other day. The writer continued to pour out a steady stream of novels and short stories which have only added to her fame. She is now living at well past seventy in Buffalo, but she still takes a keen interest in detective literature; I had a letter from her about it this winter. Her "stuff," to use a vulgar shop term, is of the kind that will always be read. Some of her short stories are gems of ingenious analysis.

The "true" detective-story had its great

protagonist in Allan Pinkerton. His name appears on the title-page of at least a quarter of a hundred books beginning more than fifty years ago. Whether in the toil of a remarkably busy life he wrote them all himself, I do not know. But I am fully convinced that he did write the "Mollie Maguires," and all I can add is that I think this is as good a detective story as anyone would care to read, whether of fact or fiction. It has been out of print, now, for several years, but it ought to be republished for the sake of the general cause.

Within the last couple of decades—I think owing largely to the stimulus of

"Sherlock Holmes"—there has been something like a flood of detective writers both in the long and short form. The pages of our magazines teem with the latter—the books multiply. The art has reached something like perfection, and many obscure names have been appended to brilliant work. The big names are familiar in our ears as household words. No slightest sign of a flagging interest in either producer or public has yet appeared. The ingenuity of the author shows no signs of exhaustion. The detective-story, the most naïve and genuine form of the mystery-story, is *facile princeps* in the field of popular literature today.

Circus Days and Circus Ways

A List of Circus Books Prepared by the Cleveland Public Library



As the great Ringling Brothers and Barnum & Bailey Shows travel about the country from Maine to Texas during the next six months, the program which everyone buys on visiting the big tent will be found to contain a full page devoted to circus books, a list which has been prepared by the Cleveland Public Library. This means not only widespread publicity for books, for bookselling and for library circulation, but is interesting evidence that the promotion department of this big enterprise sees that it is a good thing for the public to know more

about the circus and to take a greater interest in its history and organization. Edwin P. Norwood, publicity manager for Ringling Brothers, is the author of "The Adventures of Diggeldy Dan" and naturally has a special interest in such a type of promotion.

This page also gives evidence of how the working out of a good promotion idea in one part of the country helps everyone else, and the Cleveland Public Library, by its initiative and interest in this matter, has done a favor for booksellers and book users of dozens of states. Booksellers and librarians will do well to look this list over in connection with the dates of the circus visit.

*"Long is the road twixt town and town that runs
Traveled by many a lordly cavalcade."*

—Cecily Fox-Smith.

Tales of the Circus For Children

- "NICHOLAS" (Chapter 17, "The Circus Comes"), by Anne Carroll Moore. *Putnam.*
- "THE ADVENTURES OF DIGGELDY DAN," by Edwin P. Norwood. *Little, Brown.*
- "DR. DOLITTLE'S CIRCUS," by Hugh Lofting. *Stokes.*
- "CLOWN, THE CIRCUS DOG," by Auguste Vimar. *Reilly & B.*
- "UNDER THE LILACS," by L. M. Alcott. *Little, Brown.*

"TOBY TYLER," by James Otis. *Harper.*

"MR. STUBB'S BROTHER," by James Otis. *Harper.*

For Little Children

"THE BROWNIES' CIRCUS," in "The Brownies, Their Book." *Century.*

"THE CIRCUS READER." *Sanborn.*

For Grown-ups

"THE MUNTEBANK," by W. J. Locke. *Dodd.*

"CUDDY OF THE WHITE TOPS," by E. C. May. *Appleton.*

"POLLY OF THE CIRCUS," by Margaret Mayo. *Dodd.*

"SUNNYSIDE TAD," by P. V. Mighels. *Harper.*

Lions 'n' Tigers 'n' Everything

"TRAPPING WILD ANIMALS IN MALAY JUNGLES," by Charles Mayer. *Duffield.*

"JUNGLE BEASTS I HAVE CAPTURED," by Charles Mayer. *Doubleday.*

"TRAINING OF WILD ANIMALS," by F. C. Bostock. *Century.*

"LIONS 'n' TIGERS 'n' EVERYTHING," by C. R. Cooper. *Little, Brown.*

"BEHIND THE SCENES WITH WILD ANIMALS," by Ellen Velvin. *Moffatt.*

Circus Life

"WAYS OF THE CIRCUS," by George Conklin. *Harper.*

"UNDER THE BIG TOP," by C. R. Cooper. *Little, Brown.*

"CAREERS OF DANGER AND DARING: THE AERIAL ACROBAT, THE WILD BEAST TAMER," by Cleveland Moffett. *Century.*

Circus People

"THE AUTOBIOGRAPHY OF A CLOWN (Jules Turnour) as told to I. F. Marcosson. *Moffatt.*

"AUTOBIOGRAPHY," by P. T. Barnum. *National.*

"BARNUM," by M. R. Werner. *Harcourt.*

"PHINEAS TAYLOR BARNUM," by Gamaliel Bradford. In his "Damaged Souls." *Houghton.*

"P. T. BARNUM, SHOWMAN," by Lyman Abbott. In his "Silhouettes of My Contemporaries." *Doubleday.*

The Circus in Literature

"HE WHO GETS SLAPPED" (play), by Leonid Andreyev. *Brentano.*

"THE CIRCUS, AND OTHER ESSAYS," by Joyce Kilmer. *Doran.*

"FIRST LESSONS IN CLOWNING," by Christopher Morley. In his "Pipefuls." *Doubleday.*

"THE TUMBLER OF OUR LADY"; translated from a Middle French manuscript by Alice Kemp Welsh. *Putnam.*

The Amateur Circus

"AMATEUR CIRCUS LIFE," by Ernest Balch. *Macmillan.*

"HOW TO PUT ON AN AMATUER CIRCUS," by F. A. Hacker. *Denison.*

"A BACKYARD CIRCUS," by A. N. Hall. In his "Boy Craftsman." *Lothrop.*

"A CIRCUS IN THE ATTIC," by D. C. Beard. In his "Jack-of-All-Trades." *Scribner.*

"HOW TO HAVE A CIRCUS IN THE WOODS," by D. C. Beard. In his "Boy Pioneers." *Scribner.*

Authors and Publishers

Part V.

Types of Author (Continued)

THEY say that for every frailty in woman some man is to blame, and it is arguable that for every weakness shown by authors in commercial dealing some publisher is guilty.

View the question from a slightly different angle. Is not the position of the publisher somewhat that of an oriental pasha whose zenana is at once the joy and the torment of his life? Every jealousy that arises between the lovely creatures for whose livelihood he is responsible is visited on him. The favorite of today becomes the termagant of tomorrow, and he is never certain, when brought into contact with a member of his household, whether the greeting will be an embrace or a poisoned cup of wine.

Thus is it that the publisher lives in uncertainty and dines off trepidation. The experience keeps him lively and to that extent is salutary. But, protracted, it becomes a strain. Publishers as a class suffer from insomnia (responsibilities of royalty are—as is well known—of all things the most sleep-dispelling) and phantoms of every kind haunt their wakefulness. One by one the more eccentric types of author take shape and then dissolve.

First comes the writer with conspiracy-mania. This person knows no reason other than a plot for the failure or the unskilful handling of his book. There is an Alien in the publishing firm who, at the bidding of some international gang, is concerned to throttle free expression of opinion. Or the publisher has with other authors relations so shameful that only in lavish advertising can their price be paid. Or reviewers are in a cabal to damage and destroy one book, and the publisher (who is supposed to control reviewers or, if not quite that, is expected to take immediate action against them) is abused for his complicity in this horrid plot.

Hard on the heels of persecution's victim comes another wraith. This is the

husband of the woman-genius, a type as old as authorship. In a normal household the woman is her husband's unpaid house-keeper; the man who marries a writer is the unpaid literary agent of his wife.

The publisher tosses on his uneasy pillow as this ghost glides by, for there is no problem in his life of problems more essential (and at the same time more difficult) than that of handling and of satisfying *Husbands of Wives*.

The phantom-procession continues.

Passes the author who is emphatic that he does not want to make *money* from his book; yet disputes each half-yearly statement and becomes ever sourer as his original ambition is fulfilled.

Passes the vague delicious lady who knows nothing of business and cannot understand the *simplest* figures; who sends elaborate corrections up to the very day of printing off, and wants a vellum binding with silk ties on a half-crown anthology for cat-lovers.

Passes the solemn striver, who tours the bookshops once a week and tells the publisher each time his book is not in piles in a front window or when he can detect a junior assistant who has not heard its name.

Passes the tragic writer of a single success, who long ago fluked into big sales and cannot explain his subsequent failure save by the incompetence, the indifference or the dishonesty of his various publishers.

Thus, as their hot-eyed victim cowers on the bed, the phantoms pass and pass, emerging from the shadows yonder, fading into obscurity once more. Whither are they bound, this sad and angry troupe of literary oddities? They go to where is balm for vanity, protection for the guileless, fair promises for rainy days and serious sympathy for genius neglected—they go to where the Literary Agents wait. . . .

We will go with them. Useless to linger longer in this haunted room. No ghostly Agent will appear to mock the publisher's insomnia; he and his kind are far too real to be imaginary.

The Education of a Retail Sales Force

Recent Commerce Reports Bulletin Has a Complete Program

Part III

The Course of Study

NO attempt will be made to outline an ideal course of study, as the subjects to be included must necessarily vary with characteristic conditions prevailing in different stores and communities. In determining the extent and scope of any particular course there should be taken into consideration the reasons for training, the type of personnel, character of the merchandise handled, characteristics and policies of the organization, and the store's facilities.

General Topics

For the purpose of training, the store personnel may be divided into three groups—the temporary group, beginners belonging to the permanent sales force, and long-time members. In those communities in which retail salesmanship is taught in the public schools some of the topics suggested in the general outlines will not be a necessary part of store instruction. A course in retail salesmanship usually includes the following subjects:

1. Merchandise: Processes of production, the source of material, the characteristics of merchandise, reasons for differences in prices, and correct methods of receiving, marking, storage, stock control, and display.

2. The psychology of salesmanship: Effects and classification of buying motives, elements of tactful suggestion, types of customers, manner of approach, demonstration, and sales talk.

3. Business arithmetic, in which problems are taken directly from the business.

4. Business English.

5. Health and hygiene.

6. Appearance: The effect of the general appearance, including cleanliness and the type and condition of dress.

7. Memory: Value of memorizing the

names of regular customers and the principles of developing memory.

8. Voice, speech, and manner: Principles of correct use, and development of native ability.

9. Local geography: Correct manner of giving directions.

10. Elementary economics and sociology: Problems, functions, and duties of the retailer in particular.

11. General store policy: Statement of the store's attitude in regard to customers, returned merchandise, care of merchandise, mark up and mark down, attitude and knowledge of competitors' activities, and attitude toward employees.

12. Store routine: Sales checks, handling of cash registers, cash and bundle carriers, etc.

13. Store organization: Relation of the various departments and the relation of the sales clerk to the floor manager and buyers.

14. Special store problems: Specific requirements of various departments, special and seasonal situations, etc.

Specific Outlines of Study

As previously stated, the outlines given are not designed to represent model courses but are submitted as examples of practical plans in actual use. They have been selected from considerable material submitted by retailers in large stores who vouch for their effectiveness in producing good results. Some of the following suggestions may be successfully adapted to the needs of the small store and specialty shop:

Elementary Salesmanship (Compulsory)

History of store:

Growth to present organization.

Principles upon which the organization

is built. (Policy to customers and to store members.)

Cost of training:

Selling cost of department.

Selling cost of sales clerk.

Store's ideal.

Store's conduct (definite recognition of what constitutes real courtesy to shoppers and co-workers).

Telephone courtesy.

Store routine.

Advanced Salesmanship (Elective)

Conference 1:

Studying the customer—No two customers are alike. The method of sale depends on the kind of customer. Methods of handling may be adapted to cue given by customer's attitude (customer's actions, expressions, dress, walk, remarks, etc.).

Points in opening the sale—

1. Securing the customer's attention by prompt and pleasant approach.
2. Gaining confidence by business-like manner in ascertaining needs of customer.
3. Arousing interest by showing merchandise enthusiastically.
4. Creating desire without talking too much.
5. Inducing customer to act. (Truthful, convincing statements may help an undecided shopper.)

Closing the sale—

Ways of keeping the customer thinking of the advantage of owning the merchandise displayed.

Necessity of making friends for store and sales clerk by leaving pleasant thoughts in customer's mind.

Conference 2:

Types of customers—How to vary selling methods to suit customers who are "just looking," timid and sensitive, in a hurry, fussy, undecided, buying for wife or husband, foreign, bargain hunters, etc.

Conference 3:

Knowledge of merchandise—

How to create in the customer a desire to own the books. A thoro

knowledge of the merchandise is necessary in order to answer questions, meet objections, and appeal to the customer's need. Sources of information (merchandise itself, experienced salesmen, books, magazines, etc.).

Turnover—

What is turnover? Relation of stocks and general efficiency to the rate of turnover.

Display of merchandise—

Principles of proper display.

Conference 4:

The sales talk—

Demonstration sales, including points showing how to satisfy difficult customers, how to increase sales by "suggestive" or "creative" selling, how to draw the customer's attention to advertised items what phrases are displeasing, and how to meet impatience with courtesy.

The Questionnaire

The following questionnaire was furnished by a retailer who stated that it was being used to advantage in his store, which was one of moderate size. This questionnaire was issued to clerks after six months of employment.

1. When a customer gives you an excuse for not buying, what should your attitude be? Is it ever wise to show your disappointment? How does the customer feel when this is done?
2. What responses would you make, if any, to the following excuses for not buying?
 - (a) I am in too much of a hurry to decide today.
 - (b) I want to look elsewhere first.
 - (c) I can get it cheaper at A's.
 - (d) I will ask a friend to come in to look at it.
 - (e) It is more than I expected to pay.
 - (f) I haven't enough money with me to get it today.
 - (g) I will wait until the books are marked down.
 - (h) I want my husband to see it.
 - (i) I won't decide today.
 - (j) I am looking up the matter for a friend.

- (k) I am too tired to know what I want.
- (l) I can't get it until I know whether it is the right edition.
- (m) I must think it over.
- (p) I prefer to go to B's; I have a charge account there.
- (q) I want something nicer.
- (r) That is not the color I had in mind.
- (t) It is different from the edition you carried last year.

3. Have good salesmanship and volume of returns any bearing upon each other? Good salesmanship is selling merchandise that does not come back to customers who do.

4. If a customer who interrupts a sale wishes more help than you can give her, what should you do?

5. What would you say and do if a customer whom you are waiting on criticizes the service in another department of the store?

6. Is it good taste to "knock" your competitor's merchandise? Why not?

7. Should there be any difference between your courteous treatment of a cash or charge customer? What is the value of each to the store?

8. How do sales clerks often appear when customers return merchandise? Is it good policy? Why not? What is the policy of the store on returns?

9. Why is it a good policy to show merchandise to a customer who is waiting?

10. Do you believe it is a good plan to interrupt a sales clerk? Why not? Is it ever permissible? Can it be managed courteously?

Floor Manager's Weekly Report

The following is a copy of a report which was used with good results in one store. This report is similar to that which is required in many other retail establishments.

7. Is the charge service prompt and efficient? If not, have you reported failures?

8. Have you any complaints against our delivery service that require particular attention? What?

9. Is your telephone service prompt

and courteous? If not, have you reported your complaints?

10. Are you careful about watching the number of personal telephone calls made?

11. Do you make it your business to see that no merchandise gets lost, either under the counter or back of the shelving?

12. Do you consider the stock keeping in your departments as efficient as it should be? Wherein does it fail?

13. So far as you know, is the service of the receiving and marking rooms efficient?

14. Do any counters or fixtures in your department need repairing?

15. Does the floor or case lighting require attention? If so, what?

16. Do you see that merchandise is correctly marked and that price signs are properly placed?

17. Will you make it a part of your personal efficiency to make suggestions or recommendations that you feel will be for the betterment of the store?

Sources of Material

The store itself is a reservoir of information for use in instructing sales clerks. Buyers, executives, sales experts, and customers may all serve in contributing to this supply. The material for instruction in store routine and store policy must come from the store executives.

Another fund of knowledge with regard to the construction of a course of study and methods of instruction best adapted to the needs of various types of stores is the specially trained teacher graduated from a reputable school of retailing. The number of teachers especially trained in retail subjects has gradually increased, but at present there is still a scarcity of competent instructors.

The retail trade associations are active in supplying every aid to the advancement of the retail salesmen's education. Manufacturers and wholesalers realize to a large extent the importance of training the retail selling force and are ready to assist in this training by providing material in a number of forms, such as handbooks, circulars, magazines, samples of products, motion pictures showing manufacturing processes, conventions, the compilation of

bulletins, mail courses in retail selling, and other aids.

The Federal Board for Vocational Education and the commercial division of the Bureau of Education (Department of the Interior) may be of help in compiling reading lists and in furnishing book references on the subject of training a retail sales force. In supplying technical data for collateral material desired the various bureaus and divisions of the Department of Commerce, Department of Agriculture, and Department of Labor will be of particular value.

The above is merely suggestive and is intended to show the varied sources of material available for the use of the retailer who desires to give more serious attention to the systematic training of employees.

Conclusion

Vindication for all the time, labor, and money spent in the whole modern scheme of distribution hinges to a great extent upon how well the retail salesman is equipped to perform the final functions which deliver merchandise into the consumer's possession. Therefore, the proper training of a sales force is a matter which vitally concerns every merchant engaged in the retail business.

It is probably true that the majority of merchants use a training system of some kind, and in many stores the system of education established has proved so productive of increased business that a need for improvement is not seriously considered. A more intensive study of present-day retailing conditions leads to the conclusion that either a poorly trained selling staff or one educated to efficiency will serve equally well in illustrating the importance to the retailer of scientifically cultivating retail salesmanship.

A clerk in a store of any size or character should know the stock he is to handle, how to sell it, and why he sells it. There are now store clerks who can not justly be called salesmen, many who are moderately skillful, and others who thru training have acquired adept ability. In any case, the direct effect which systematic training, or the lack of it, has on the retailer's business fully demonstrates that further effort may well be directed toward increased proficiency in retail selling.

The Bookshop as a Literary Center

IN increasing numbers, both in this country and in England, the bookshop is coming into its own as the literary and artistic center of its particular community. Enterprising and inspired bookmen are realizing the importance of making the bookshop a place for discussion of books, etc. This hopeful trend is emphasized and demonstrated by the arrival at the *Publishers' Weekly* office of three announcements of lectures. They are sponsored by bookshops in London, New York and Chicago.

Miller & Gill of London have a program of unusual interest, from the standpoint of the importance of both speakers and subjects. Their program is as follows:

March 31, 7.30 p. m. Shane Leslie. "Baron Corvo" (Fre'k Rolfe).

April 21, 7.30 p. m. Michael Sadleir. "The Trollope Tradition."

May 5th, 7.30 p. m. Gilbert Frankau. "The Functions of a Good Bookseller."

May 19th, 7.30 p. m. H. M. Walbrook. "Gilbert & Sullivan Opera."

June 9th, 7.30 p. m. Sidney Dark. "Charles Dickens."

June 16th, 7.30 p. m. Francis Meynell. "Something Select."

June 30th, 7.30 p. m. G. K. Chesterton. "Books and Bonfires."

An unusual feature of the Miller & Gill lectures is that they are held gratis.

The Magic Carpet Book Room, at 7 E. 54th St., New York, over whose destinies Mrs. Waldo Richards presides, has been from its beginning a literary center of the first water. Under its aegis have appeared such men of letters as James Stephens and Walter de la Mare.

In Chicago, The Chicago Bookstore had great success with the lectures given under its management last year. It announces two more lectures in the Friday evening series.

April 24th. Ferdinand Schevill of The University of Chicago will lecture on "The Philosophical Poetry of William Vaughn Moody."

May 1st. Alfred Kreymborg on "Touring America With Its Troubadour."

THE Publishers'
Weekly
The American Book TRADE JOURNAL
Founded by F. Leypoldt
EDITORS
R. R. BOWKER F. G. MELCHER

April 25, 1925

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto. —BACON.

The Increase of Circulating Libraries

OBERVERS of retail book tendencies have been reporting for some time that the circulating library is on the rapid increase. This is partly due to the development of local chain systems, but even more so to separate libraries which stores are installing. The American News Company, which, with its numerous branches, is in a good position to observe and to assist such tendencies, has thrown the whole weight of its selling power into this movement, and, using the clever title, of "The Readmore Lending Library," is supplying customers with a complete outfit for business, an outfit that includes a book rack, a selection of books, card index, poster, and careful instructions.

Rental libraries are often failures because of a timidity on the part of the manager to freshen up and keep up-to-date the book collection. The merchant who is selling goods outright always sees the gaps in his stock and is inclined to purchase more, but the inexperienced manager of a library sees books on the shelves and is inclined to think that one book may be just as good as another. Perhaps, in his own reading, one book is just as good as another. He forgets that the habitual reader soon combs the shelves and is looking for fresh material and that only by being fed on such fresh material does he come back again and make a profitable customer. The best thing that the manager of a library can do is to keep an order

department up-to-date, and this advice is as valuable to him as it is to the person who supplies him with the books.

Is All Art Propaganda?

"THE thesis of Upton Sinclair's 'Mammonart' is that all art is, was, and ever shall be propaganda, that Art for Art's sake is a silly lie, and that consciously or unconsciously all great artists deal with moral or economic questions, for 'there are no other questions,'" says Keith Preston in the *Chicago Daily News*. "Of course there is white and black propaganda, says Mr. Sinclair, according as the artist serves masses or classes.

"The business of 'Mammonart' is to show that from the earliest times genius has mostly served Mammon. Upton vitalizes the world's literature with a vengeance, from 'William Randolph Alcibiades' down to Socrates Sinclair. Probably there is no disputing his thesis that most great artists have attached themselves to the dominant class. We differ from him in his opinion that all men who serve their times are time-servers. After all, there is a certain amount of sense in writing for those that know how to read. The so-called leisure class has been the literate and intellectually hard-working class thru most of history. As for artistic deference to patrons, emperors, prime ministers, etc., it is but rendering to Caesar what is Caesar's. Better to pay the small coin of compliment to the powers that be, than the staggering price of vulgarity, obviousness, flatness, and staleness in an appeal to the many.

"To make his thesis plausible, Mr. Sinclair is bound to assert that the greatest art has always had widest popular appeal. He can cite classics to his point, but he overlooks the fact that these very classics had to be recognized and authenticated by the few before they were accepted by the many. Few genuises have been popular with their own times. The young aristocrats of Athens made a cult of Socrates; Demos fed him rough-on-rats. Does Mr. Sinclair think that vox pop today is picking the classics of tomorrow? Then Edgar Guest and Ann Nichols will live when Upton Sinclair and Eugene O'Neill are forgotten."

Do It Now

ARRANGEMENTS to go on the special train to Chicago can't be made at the last minute. The time, with all the plans for being away from work for a week, slips by very rapidly.

Less than two weeks remain before the opening of the Booksellers' National Convention in Chicago. Complete arrangements have been made with the Pennsylvania Railroad to put on special cars on the train leaving Saturday afternoon, May 9th, at 4.05 Eastern Standard time. All those who contemplate going from New York and Pennsylvania and the east via this train are especially urged to make their application AT ONCE, as the railroad company is anxious to ascertain the number of reservations so as to make the proper arrangements. All are urged to communicate with D. J. O'Connell, c/o Funk & Wagnalls Company, 354 Fourth Avenue, New York. DO IT NOW.

Moving Merchandise

THE problem of moving the merchant's stock is almost as much the concern of the wholesaler and manufacturer as it is of the merchant himself," reads the pamphlet *Management Methods*, issued by the Policyholders' Service Bureau of the Metropolitan Life Insurance Co. "The presence of slow moving merchandise naturally discourages and prevents the retailer from making further purchases. For this reason both the distributors and manufacturers are giving increasing attention to the rapid turnover of stock by merchants. Progressive manufacturers refuse to overload the retailer. They insist on keeping his stock low and well balanced and discourage orders for many months' supplies. Beyond that, manufacturers and wholesalers insist that their salesmen become familiar with the dealer's stock and study the dealer's store. They encourage their salesmen to make suggestions for ridding the shelves of old stock

by novel ways of display and by suggesting new uses and new outlets. Some of the salesmen even spend part of Saturday in the customers' stores making actual sales and instructing the clerks of the dealers.

"Where goods are of a seasonal nature, manufacturers endeavor to secure orders sufficiently in advance that the most may be made of the seasonal events. Where goods are of a perishable nature, such as candy, they are exchanged if they are in the dealer's hands beyond a certain period. In certain cases, stock is returned to the manufacturers for reconditioning.

"In short, both the manufacturers and merchants are all concerned in preventing the accumulation of nonsalable merchandise and stock, whether it be in the factory, warehouse, or on the shelves of the retailers."

"Lend Your Mind" Counsels Dr. Canby

"LEND Your Mind" is the subject of a very thoughtful and constructive editorial in the March 21st *Saturday Review*. It is the kind of editorial that every bookseller in the country could read and appreciate, follow and digest with profit. The title itself might, indeed, be a creed for many booksellers. There are, perhaps, but few businesses or professions in the world that need just this attribute to such an extent as bookselling. Not that booksellers as a whole do not have their quota of the quality, but how much room there is for having more of it. "Most of us move thru life in a half-vacant dream, as far as imagination is concerned, rendering lip service to a conventional litany," writes Dr. Canby.

Can this be taken as a portrait of the majority of booksellers and their clerks thruout the country? Are they too prone to answer "Yes" or "No" to a prospective customer's query about a book or an author? What possibilities are offered to the seller of books to give of his knowledge enthusiastically and honestly. Not mere "chatter about literature" as Dr. Canby says but the thoughts of genuine personal reaction to books and authors that will arouse a spirit of curiosity and a desire to know more of life and art thru books on the part of one's patrons.

Books for Travelers

Part of a Selected Bibliography

By Violet Elizabeth Kohler

Library School of the University of Wisconsin

The Sierras

"MOUNTAINEERING IN THE SIERRA NEVADA."

By CLARENCE KING

Scribner, \$2.50.

"The author possessed the rare qualifications of great daring, enthusiastic appreciation of nature, humor, the trained eye of a scientist and the style of an artist. The book is of rare interest and enduring charm."—*Viewpoints of Travel*.

"MY FIRST SUMMER IN THE SIERRA."

By JOHN MUIR

Houghton, \$3.25.

For those travelers who are nature lovers this book will prove of value. Beautiful descriptions of the Sierra Nevada mountains and the Yosemite Valley. Muir's own illustrations add to the interest of the book.

"THE SOUTHERN SIERRAS OF CALIFORNIA."

By C. F. SAUNDERS

Houghton, \$4.

Sierra Madre, the Santa Barbara National Forest, up San Antonia by Devil's Peak. Interesting descriptions of the tramps of the author thru the southern Sierras.

The Northwest

"THE TOURISTS' NORTHWEST."

By R. K. WOOD

Dodd, \$1.75.

"A useful volume for the traveler. The first half gives the usual guide book information about our own Northwest cities, scenery and means of travel thru Oregon, Washington, the Idaho lakes, the Rainier and Glacier National Parks; the second does the same for the Canadian Northwest; the Rockies and Selkirks, Vancouver Island, and Alberta."—*Wisconsin Library Bulletin*.

"IN THE OREGON COUNTRY."

By G. P. PUTNAM

Putnam, \$1.75.

"Enthusiastic descriptions of the out-of-doors and entertaining accounts of personal adventures tramping, camping and horseback riding."—*A. L. A. Catalog*.

"OREGON THE PICTURESQUE."

By T. D. MURPHY

Page, \$3.50.

"A book of rambles in the Oregon country and in the wilds of northern California; descriptive sketches and pictures of Crater and Klamath lakes, the Deschutes river canyon, the Columbia highway and the cities and towns of Oregon; also some of the little-known lakes, rivers, mountains and vast forests of northern California. With an added trip to the Yosemite, Roosevelt dam and petrified forest of Arizona by motor car."—*Preface*.

"THE GUARDIANS OF THE COLUMBIA, MOUNT HOOD, MOUNT ADAMS AND MOUNT ST. HELENA."

By J. H. WILLIAMS

Published by author, \$2.

"Splendid illustrations with descriptive text for travelers, mountain lovers and students of glacial action and of the forests."—*A. L. A. Catalog*.

National Parks

"A GUIDE TO THE NATIONAL PARKS OF AMERICA." Edited by E. F. ALLEN
McBride, \$1.50.

"Detailed information conveniently arranged, about the most important National Parks of the United States and Canada, the Grand Canyon, Hot Springs, Arkansas, etc."—*A. L. A. Catalog*.

"YOUR NATIONAL PARKS." By E. A. MILLS
Houghton, \$3.

With detailed information for tourists, an historical and descriptive guide to our national parks including the Hawaii National Park and the national parks of Canada. Good maps.

"THREE WONDERLANDS OF THE AMERICAN WEST." By T. D. MURPHY
Page, \$3.

"Being notes of a traveler concerning the Yellowstone Park, the Yosemite National Park, and the Grand Canyon of the Colorado River, with a chapter on other wonders of the great American West."—*Sub-title*.

"A TOUR OF AMERICA'S NATIONAL PARKS." By H. O. REIK
Dutton, \$4.

"Devotes chapters to nine of the national parks. While it is not a guide book in the ordinary sense of the term, chapters contain much information sought in guide books and that will be found indispensable to any one attempting a tour of the parks for the first time."—*Review of Reviews*.

"THE BOOK OF THE NATIONAL PARKS." By R. S. YARD
Scribner, \$3.

Of the eighteen national parks of the United States, sixteen lie within the boundaries of the United States and can be reached by rail or road. This book is beautifully illustrated and gives descriptions of each, their history, geographic formation and travel suggestions that are very valuable.

Glacier Park

"GLACIER NATIONAL PARK." By M. E. HOLTZ & K. I. BEMIS
Doran, \$2.50.

"One may travel thru Glacier Park on foot, on horseback, by automobile or, to some extent, by motorboat. The authors choose the horseback way but give plenty of information as to other means of travel. Some of the chapters are, 'On the Mount Henry Trail,' 'Trails and Roads,' 'Pugan Pass,' 'The Flower Pass,' 'Some Blackfeet Legends and Indian Names,' etc. Well illustrated."—*Book Review Digest*.

"MOUNT RAINIER." Edited by E. S. MEANY
Macmillan, \$2.50.

"Gives a full account from the discovery in 1792 to the report of the United States geological survey in 1914. The articles vary in interest from the Indian legends and informal accounts of early exploration to official reports on glaciers, rocks and fauna."—*Booklist*.

"TENTING TONIGHT." By MRS. M. (R.) RINEHART
Houghton, \$2.

"A chronicle of sport and adventure in Glacier Park and the Cascade Mountains."—*Sub-title*.

"An amusing story of a camping trip in the West telling frankly of the disadvantages as well as the joys of such a trip. Furnishes valuable suggestions to any one wishing to take a similar vacation."—*Viewpoints of Travel*.

"THROUGH GLACIER PARK." By MRS. M. (R.) RINEHART
Houghton, \$1.25.

"Tells of a horseback trip across the Rockies. Entertaining and suggestive to tourists."—*A. L. A. Catalog*.

Rocky Mountain

"THE ROCKY MOUNTAIN NATIONAL PARK."

By E. A. MILLS

Doubleday, \$2.50.

"Was published as a guide book in 1905 under the name 'The Story of Estes Park and a Guide Book.' The original historical material has been retained and in addition, chapters relating to the development of the region as a national park.—*Preface.*

Yellowstone

"THE YELLOWSTONE NATIONAL PARK."

By H. M. CHITTENDEN

Stewart.

The history of the Yellowstone from the early days of the Indians, and its preservation as a national park, with much information that will be of value and interest to the tourist.

Yosemite

"YOSEMITIE TRAILS."

By J. S. CHASE

Houghton, \$3.50.

Description of the Sierra Nevada lake-land. Beautiful descriptions of its superb features of mountain, forest, river, glacier, lake and meadow. The illustrations and map add much to the value of the book. An unusual guide to the trails and their trees and birds.

"HANDBOOK OF YOSEMITIE NATIONAL PARK."

By A. F. HALL

Putnam, \$3.50.

"A book of definite information concerning the history, ethnology, botany, geology, camp and trail craft. With illustrations from photographs."—*Introduction.*

"THE YOSEMITIE."

By JOHN MUIR

Century, \$3.50.

"Natural beauties, personal experiences and practical aids to tourists. Delightful, authoritative."—*A. L. A. Catalog.*

"YOSEMITIE AND ITS HIGH SIERRA."

By J. H. WILLIAMS

Published by author, \$3.

"Two hundred and fifty finely reproduced half-tones illustrating geology, scenery and forests of the entire park. Readable descriptive text and brief guide book directions."—*A. L. A. Catalog.*

The London "Times" and the Britannica

HERE are some chapters of interest to the historian of the book-trade in the volume just issued by Putnam entitled "The London *Times* Under the Managership of Moberly Bell." It was under Bell's management of the *Times* that spectacular campaigns were conducted for selling the ninth and tenth editions of the "Britannica," and under him also were the arrangements made with Hooper & Jackson for the establishment of the *Times* Book Club, which led to the famous book price war in London. To quote the book:

"In 1897, it had become more than doubtful whether the *Times* would survive

the century. In these desperate circumstances Moberly Bell entered into his heroic partnership with Messrs. Hooper & Jackson, a firm of American book agents, who were destined to dominate for ten years the fortunes of the proudest newspaper in the world."

The *Times* was in desperate need of circulation, and Hooper outlined a plan for obtaining it. Horace Hooper and Walter M. Jackson had purchased from A. and C. Black the copyright and moulds of the ninth edition of the "Encyclopaedia Britannica." They outlined a plan for selling this at forty per cent of the original

price, or £14, as the "London Times Edition," with a subsidy to the *Times* for the use of its name. The campaign started in March, 1898. Ten thousand sets were sold within a year in Great Britain and a total of 33,000 sets thru the Empire.

Success in America

A year later, the tenth edition was announced, which was to have 11 supplemental volumes. Hooper & Jackson claimed that they sold in the United States of all editions ten times more than they did in Britain. The *Times* had full editorial responsibility for the new edition, but all expenses were paid by Hooper & Jackson. The *Times* became as confident of the installment selling plan as did the American publishers, and, between the dates of the ninth edition reprint and the tenth edition, they sold the *Times* edition of "Punch" and an English issue of "The Century Dictionary."

Describing Horace Hooper, the author says:

"He was, I believe, one of those men who have a high sense of honor when they are trusted and very little, if any, sense of honor when they are distrusted. A man of this type is the despair of lawyers because they cannot understand him. He was a ranker who loved to be accepted as a gentleman. In the treatment of his business staff, he often went far in generosity and consideration. Moberly Bell was much attached to him and would not listen to a suggestion that the 'Britannica' connection was in any way derogatory to the *Times*. Hooper was almost totally uneducated, but he reverenced English scholarship, and bore himself humbly towards it."

It was Hooper's campaign in 1902 and 1903 in selling the tenth edition that showed his surpassing generalship in advertising and promotion. "The campaign was launched in November, 1902 by a dinner to the editorial staff, a dinner at which the list of guests read like that at a Lord Mayor's banquet. The great ones of the earth met together to sing the praises of the 'Encyclopaedia Britannica.' Few of the guests realized that they were, in fact, the guests of Horace Hooper and that they were piping to a tune composed for them."

The price set for the 24 volumes of the old ninth edition and the 10 supplemental

volumes and new index was £28, payable in installments. Various methods were used to get lists of people who might be interested, and from then on until December 18th, the date of the price increase, the mails thru the British Isles were full of letters and leaflets. "The whole country from Land's End to John o' Groats and from Yarmouth to Dunmore Head was pervaded by the 'Encyclopaedia Britannica.' There was no escape from the torrent of 'follow-ups' save by the despatch of an order to purchase accompanied by one guinea."

In the month of December, with advertisements filling the press, orders simply poured in. Hooper felt that he had achieved his crowning triumph when a telegram in reply to one of his own requested that a set be reserved for Alfred Harmsworth. The sales in the United Kingdom reached \$3,000,000, and in the United States and in the Dominions the orders were tremendous.

The preparations for the eleventh edition were made under the auspices of the Cambridge University Press.

The Times Book Club

The story of the Times Book Club lacks the dramatic success of the "Britannica" episode, and "that grandiose scheme of Horace Hooper precipitated tho did not cause the disaster of 1908 which led to the reorganization of the *Times*." The Club offered so much of service to those who subscribed that it was forced to turn its overstock into immediate cash before the demand for the books had lessened. This brought floods of new books into the market, under price, within a month or two of their publication. The booksellers and publishers made war on the plan, and, in spite of the desperate fight led by Moberly Bell in his columns, the booksellers and publishers won their point. The astute bargain made by Bell with Hooper and Jackson put the loss of the book war on their shoulders, altho he gave them all the help he could in the controversy.

The records in this book are worth preserving as part of the story of the most spectacular book campaign ever conducted and as a chapter in the development of English bookselling when the question of a net book system was fought to a finish.

Copyright Conferences Resumed

Various Interests Agree to a Program of Conferences

AN important meeting, which may be momentous in copyright history, was held in a room of the American Bar Association in New York on April 22nd, called by Congressman Sol Bloom of New York in an endeavor to find some practical means of obtaining progress among the different interests affected by new copyright legislation. The result of the meeting was the outline of a plan for a general committee of discussion which would arrange for the bringing together of groups having issue differences over specific phrases in the bill under discussion, so that the disputed points could, one by one, be straightened out and made ready for progress.

Frederick W. Hume, executive secretary of the National Publishers' Association (periodicals), was elected chairman of the general committee and is to report soon a program for procedure. In the meantime, the various interests affected by legislation are asked to write him at 15 West 37th Street, suggesting the points on which they wish to be heard. The sub-committees for the discussion of special problems have no official standing except to endeavor to find a basis of agreement, so that progress may be made in the next congress.

The situation is that the movement toward a new code is far more strongly backed than ever before. The Patents Committee of the House has had before it for hearings a new bill called the "Perkins Bill," drafted by Thorvald Solberg, Register of Copyrights. It has held four long hearings in Washington. The bill, being drawn by a neutral person of great experience in both drafting and in copyright matters, is admirably suited for the basis for discussion, altho as a bill it became dead with the passing of Congress, and all bills have to be reintroduced.

The Patents Committee of the House will, to a large extent, have its same membership next year, and, feeling that progress should be made, it has informally arranged that five of its members shall

conduct hearings during the summer, in order to get the contentions into clearer light. For this sub-committee, Mr. Sol Bloom, being from New York, the chief center of copyright interests, called this organization meeting. Twenty or thirty different groups are represented, including authors, composers, artists, book publishers, musicians, motion picture producers, phonograph companies, printers' unions, employing printers, motion picture theater owners and librarians.

The meeting proceeded as rapidly as possible to form a general program, as has been outlined, and the chairman kept the discussion as completely as possible in the field of organization for future discussion rather than debate on the problem itself. The authors were represented by Louise Sillcox, their executive secretary, William Hamilton Osborne, is the attorney, Luther Reid, chairman of the Copyright Committee and Ellis Parker Butler, former president. The American Library Association was represented by Dr. M. L. Raney of Johns Hopkins University Library, Edward F. Stevens of the Pratt Institute Library and Carl L. Cannan of the New York Public Library. The book publishers were represented by Eustace Seligman, counsel for the National Association of Book Publishers, and Frederic G. Melcher of the Bureau of Copyright of the National Association of Book Publishers. Mathew Woll represented the International Printing Trade Union; John Clyde Oswald, the employing printers of New York; Mr. Silcox, the United Typothetae of America. Will H. Hays, representing the Motion Picture Producers and Distributors of America, took part in the suggestions for organization, and a practical working plan was presented by Eustace Seligman, attorney of the book publishers. This plan was felt to give a fair chance for every interest to make itself heard and to provide some way for constructive work during the summer.

Booksellers' Convention Plans

THE last two weeks before the Convention will slip by with great rapidity, and, while the local committees are in the final stir of completing arrangements and dovetailing everything together, the members of the Association should be sure that their part in the preparation, such as the engagement of rooms and arrangement for transportation, is fully taken care of. Those who have in charge the special train from the east leaving New York on Saturday afternoon at five minutes after four o'clock, Eastern Standard time, and Philadelphia two hours later need to have very prompt word from every retail bookseller and publisher's representative about their plans, as eleventh hour registrations are of little help to the person who has arrangements to make for private cars. As it is a full day's ride to Chicago, the value of the Convention can be greatly enhanced if this day is spent together, and it is to be hoped that all who can will send word as soon as possible to David J. O'Connell, care of Funk & Wagnalls Company.

Mrs. Josephine M. Greene, of the Davis Dry Goods Co., of Chicago, Chairman of the Program Committee of the Booksellers' Convention, has now announced the Convention Program. The Round Tables begin on Tuesday the second day of the Convention. Mrs. A. B. McCullough, of The Bookshop, Evanston, Ill., is Chairman of the Round Table on "Selling Children's Books"; Joseph Mills, of the J. L. Hudson Co., of Detroit, Mich., is chairman of the Round Table on "Publicity and Advertising"; Will Solle of Kroch's Bookstore of Chicago, is chairman of the Round Table on "Book Service"; The College Bookstore Association will also begin to hold meetings Tuesday morning. Fred H. Tracht, of the Chicago University Bookstore is president of the Association.

On Tuesday afternoon, Basil Blackwell of Oxford, England, will deliver "A Message from Great Britain and Ireland"; Leonard H. Wells, of the Powers Mercantile Company of Minneapolis, Minn., will speak on "Selling of Rare Books in a

Department Store"; Joseph Mills of the J. L. Hudson Co., of Detroit, Mich., will speak on "Book Promotion Thru Advertising"; Harry Hansen, of the Chicago *Daily News*, will speak on "From a Literary Editor's Desk."

On Wednesday morning Mrs. L. A. Miller, Chairman of the Division of Literature of the General Federation of Womens Clubs will speak on "Selling Literature to Three Million Women"; Esther Gould, of Esther Gould's Book Corner, Riverside Ill., will speak on "Making a Flank Attack on the Public"; and Mrs. Ida Josephine Watson of the Duluth Glass Block Store of Duluth, Minn., will speak on "Problems of the Western Book Store."

On Wednesday afternoon, Alfred La Belle, of Macauley Bros., Detroit, Mich., will speak on "Merchandising Through the Bookshop Window"; J. A. Margolies, of Brentano's, New York, will speak on "Buying and Selling" and Dr. A. C. Littleton, of the Bureau of Business Research, University of Illinois, will speak on "Statistical Characteristics of Bookstore Sales."

Belle M. Walker, the Secretary of the American Booksellers' Association has sent out an Open Letter to all new members of the Association urging them to ask for the Convention Certificate when they are buying their tickets to Chicago. She reminds us that the railroads have promised the rebate of one half of the return fare if 250 of these certificates are turned in at the Convention. "No matter how you are returning," says the letter, "there are those who will return over the same route and unless 250 of these certificates are validated no one gets the return rebate. You see how important it is for the other fellow who comes from a long distance, and for the sake of that delegate, do not neglect to ask for the certificate at the Railroad Station where you buy your ticket. If there is no certificate, ask for a receipt that will be honored. You will have to sign the certificate so do not wait until the last moment to buy your ticket. Certificates will be ready at the Stations May 8th."

New Members of the A. B. A.

William M. Thomas, National Pub. Co., 239 S. American St., Philadelphia, Pa.

Herman Straus & Sons Co., Louisville, Kentucky.

Guy Turner, Arcade Book Shop, Doubleday, Page Co., St. Louis, Mo.

J. J. Foster, 410 Washington Ave., St. Louis, Mo.

Harry E. Davis, Harry E. Davis Co., 1317 Detroit Savings Bank Bldg., Detroit, Mich.

Dr. W. C. Hansen, Methodist Book Concern, 1121 McGee St., Kansas City, Mo.

Charles F. Weidmann, Methodist Book Concern, 1121 McGee St., Kansas City, Mo.

George H. Hunt & Co., Broad St., Cottage St., East Weymouth, Mass.

Harold K. Guinzburg, The Viking Press, Inc., 12 W. 40th St., New York, N. Y.

George S. Oppenheimer, The Viking Press, Inc., 12 W. 40th St., New York, N. Y.

S. H. Darst, c/o Reilly & Lee, Chicago, Ill.

H. K. Fly, New York, N. Y.

George Geer, c/o Houghton Mifflin Co., Boston, Mass.

Edward C. Ketchum, Grosset & Dunlap, New York, N. Y.

G. L. Murray, Jean Laurie's Book Mart, 23 E. 16th St., New York, N. Y.

E. B. Partridge, Brentano's, New York, N. Y.

A. H. Walsh, Independent Magazine, New York, N. Y.

Venture Book Shop, 201 So. Camac St., Philadelphia, Pa.

Vinton A. Boyd, Association Press, 347 Madison Ave., New York, N. Y.

Miss Anna Hyman, Hyman's Book Store, 407—6th Ave., Des Moines, Iowa.

Reisman's, Scranton, Pa.

Arthur Tienken, American News Trade Journal, 131 Varick St., New York, N. Y.

J. Frank Pierce Store, Augusta, Maine.

Miss Lucile M. Conklin, c/o M. E. Carlton Co., 820 Stone St., Flint, Michigan.

Ira C. Prichard, Prichard, Logan & Co., Kansas City, Mo.

Clement V. Ritter, 17 N. Wabash Ave., Chicago, Ill.

L. A. Neis, c/o Western News Co..

Yearly Membership in Rental Library Offered by Womrath's

A NEW system of renting books is being inaugurated by the A. R. Womrath, Inc. This concern now has thirty-seven stores, 26 in Greater New York and 11 in other cities. It is offering an annual membership in its library for \$12 which entitles members to take out a book any week day of the year and allows them to exchange it as often as they want to. The customer will be enabled to take out a book in the morning and exchange it in the afternoon, or he may keep it until the next day and exchange it, or keep it for a week, for a month or until another is required. This system has been in use in England for a number of years and is the system used by that great English institution of book distribution The Times Book Club. It does away with all dues and fines of any kind except the annual membership for which circulating library patrons will be happy.

Dinner to Thomas Seltzer

THE testimonial dinner to Thomas Seltzer was held April 16 at the Hotel Plaza. The dinner marked the anniversary of Mr. Seltzer's 5th year as a publisher. Carl Van Doren spoke on "The Publishers' Tradition" and Padraig Colum's speech was entitled "The Publishers' Art." Among other speakers were Mrs. Margaret Harrison and Rheta Childe Dorr. Glenn Frank, editor of the *Century Magazine*, was the toastmaster. A copy of one of Mr. Seltzer's publications in a special binding was given to the guests. Among those attending the dinner were Judge Julian W. Mack, Mrs. Elihu Root, Jr., Dr. Ira S. Wile, Professor John Lovejoy Elliott, Mr. and Mrs. George Sylvester Viereck and Sir Edgar and Lady Speyer.

English Publishers Elect

THE president of the Publishers' Association of Great Britain and Ireland for the ensuing year is to be H. Schuermier of Thomas Nelson & Sons, who succeeds C. F. Clay recently retired as active head of The Cambridge University Press, G. S. Williams is vice president, G. C. Rivington, treasurer.

A Three Point Basis for Book-selling

THE editor of *Pull Together*, the house magazine of Eaton, Crane & Pike, wrote to Hewitt H. Howland, of the Bobbs-Merrill Co., of Indianapolis, and asked him, "How would you run a bookstore if you owned one?" His reply is as interesting as it is modest:

Dear Editor:

In my long lost youth I stood behind the counter in a retail bookstore and handed out to the customer whatever he asked for, provided we had it—which was a large proviso. This experience I have found valuable in my work as a publisher, but it would be old-fashioned and hopelessly out-of-date should I recite it here. The modern shop-keeper would get a laugh out of it, at my expense, and nothing more.

Given a convenient location, a well-selected and attractively displayed stock, what should I do next? I should undertake the education of my clerks; I'd subscribe for every literary magazine and book supplement in the county; I'd see that the reviews and the news were read; I'd see that the important books, themselves, were read. I'd see that my assistants were not only informed, but able to impart their information invitingly if to do so I had to open a night school of instruction and pay the clerks extra for attendance.

Then I'd study the community I was serving, gather a list of regular book-buyers, gradually learn their special interests, and circularize this list regularly.

When this work was running smoothly, I'd establish a monthly house organ, small, to begin with, but as attractive as paper and ink can be made. In it I'd tell the news of the new books, and authors, I'd get some of my bookish patrons interested to the extent of contributing brief signed reviews. I'd help myself to the best that was being written by the best critics and columnists in the country. I'd feature a book each month. I'd tell what was being talked about in the world of books. I'd invite my customers, actual and prospective, to come in and talk. I'd send this sheet to my mailing-lists, to the local papers, to all the publishers with whom I dealt.

I'd offer to write signed reviews free for the local papers.

I'd attempt to surround myself with the best minds in the community and in connection with them I'd attempt to bring, under my auspices, lecturers on literary subjects.

In short, I'd try so to impress myself on the community that when anyone thought of books he couldn't escape thinking of me. If by this time I wasn't in the hands of a receiver, I'd feel pretty certain that I was going to win out—some day.

Success in the retail book business comes out of a knowledge of the stock; personal service, and continuous contact with potential customers.

Appreciation From the Critics

WHEN the Publishers' Association asked Rockwell Kent to make a poster the theme and wording was left entirely in his hands, as well as the design. It was felt that it was honor enough that one of America's greatest artists should interest himself to help along in the cause of books. The result has seemed to justify the confidence, as the poster has attracted attention in many circles where comment has not before been forthcoming.

H. W. Kent of the Metropolitan Museum of Art in New York has written in appreciation of what Rockwell Kent has done, and has placed the poster on exhibit in the book and print sales section in the front of the museum. The Harvard College Library has written that "Rockwell Kent's remarkable poster has attracted great attention in the Farnsworth Room." Mr. Calman of the Boston Public Library has written saying, "I think the poster is splendid, and I intend to use it with window displays." Theodor Sizer, Curator of Prints and Oriental Art of the Cleveland Museum of Art also has written his appreciation. A number of collectors of prints and people who are collectors of Rockwell Kent's things have written for copies, showing that, as a work of art, it has received prompt appreciation. Gelber, Lilenthal, of San Francisco, writes, "We consider this one of the most striking works that we have seen in a long time, and feel that if it is prominently displayed it will create excellent results."

Finding a Publisher

THE 1925 edition of "What Editors and Publishers Want" under the editorship of Mark Meredith is just ready, thru the office of the *Publishers' Weekly*. The book is a guide for the author to the periodicals of the English-speaking world and a guide, also, to the book publishers, indicating the types of things which they handle and in which they are especially interested.

Mr. Meredith, who edits also "Who's Who in Literature" from his editorial headquarters in Liverpool, has now built up machinery for a very complete program of useful handbooks for publishers, booksellers and writers. Besides the above-mentioned list, there is a list of British literary agents, of British dramatic and cinema agents, of American literary agents, of syndicating agencies, press-cutting agencies, etc. The book sells for \$1.25.

The Borrowed Book

THERE has been so much recent comment on the place of the lending library system in English book distribution that it gives the impression that publishers and booksellers there are not wholly satisfied with the situation as it stands. To an extent not found in the United States, with its far greater facilities for public libraries, the English people are a *book-borrowing* nation. People of all classes have settled into an aversion to buying books and rely on their yearly subscription to the circulating library or on borrowing wherever they may. To quote from the *Bookman's* London correspondent, "There are books which ought to be bought, and this is a thing which English people will have to learn if they are to be anything but parasitic book readers. It is ridiculous to think of households which possess nothing at all in the shape of a library. There are many such households still, altho the cheap editions of Messrs. Nelson and Collins have done much to remedy the evil. In the whole of East Anglia—consisting of the counties of Essex, Suffolk and Norfolk—there is only one bookseller's shop of any note at all. Attempts to establish other shops in such centers as Norwich have ended in disaster."

Newspaper Manufacturing Costs

IN a talk recently delivered by Charles F. Hart, mechanical superintendent of the *New York Times* before the American Society of Mechanical Engineers some interesting sidelights on costs of newspaper publishing were given. The mechanical departments of the *New York Times* it was said, had 1372 employees and the total yearly payroll of the one newspaper division is over two and a half million dollars; the paper costs totaled six and a half million dollars per year; ink \$187,000 per year, and that a saving of one per cent in paper waste meant \$62,433 per year.

Books and Their Paper

“SPEAKING at a recent luncheon of Manchester printers, the chief librarian of the city,” reports the *British and Colonial Printer*, “in a witty allusion to the prolific accumulation of books, put forward a humorous suggestion that the paper for books might be graded according to the value of the work, arranging that after a certain period the paper would suddenly disintegrate and put an end to the life of the work. One can well understand such a desire on the part of the librarian controlling an ever-accumulating store of literature, much of which is ephemeral in interest and trashy in content. But why not consider the proposition from a different point of view, after conceding that even paper from sawdust cannot be sold with an accompanying guarantee that it will fall to an impalpable powder within a given space of time? Why should not librarians agree upon a scheme of annual clearance, ridding the shelves of obsolete works, dilapidated volumes and novels which have passed their period of interest or of fashion? Waste stock merchants would doubtless attend with alacrity for the removal of condemned literature. Or, better still, if fantastic propositions have any value, why not call upon the inkmakers who have already demonstrated mystic powers in the preparation of inks for the creation of hoarding images which have the trick of vanishing by a more or less predestined date. They could supply inks as the photographic people supply films, carrying a date of expiry.”

Obituary

MRS. J. J. ENGLISH

ON APRIL 13th, Mrs. J. J. English, Jr., wife of one of the deans in American bookselling, J. J. English Jr. for many years connected with the Bell Book and Stationery Co., died in Richmond, Va. Mr. and Mrs. English had some time ago celebrated their golden wedding. Mr. English has been in the book business for well over half a century, and has perhaps the longest record of any bookseller of continuous connection with the profession.

Changes in Price

BRENTANO'S

Gaspey, Otto-Sauer Grammars, increased to \$1.35.
Gaspey, Otto-Sauer Grammars with Key, increased to \$1.60.

Business Notes

NEW YORK CITY.—Harry F. Marks, of 187 Broadway is opening another bookshop at 31 W. 47th Street. The shop at this address will specialize in old and rare books.

NEW YORK CITY.—After April 30, Seiffer's Bronx Bookstore, now located at 755 Westchester Ave., will remove to 832 Westchester Ave. near Prospect Station.

NEW YORK CITY.—For several years Dorbon-Ainé Inc. of 19 Boulevard Haussmann of Paris conducted a bookstore at 561 Madison Ave., New York, with the business name of Dorbon-Ainé Inc., French Book Shop. This shop was closed on January 31st, 1925, by the order of Louis F. Dorbon of Paris, president of the continuing Paris business. On March 1st, the premises were taken on lease by M. Hubrecht who had been vice-president, treasurer and manager of the earlier organization and a new business opened as "The French Book Shop," wholesale and retail distributors of old and new French books of all French publishers and with its own agency in Paris.

ST. LOUIS, Mo.—The L. S. Mathews & Co. has moved from 3563 Olive Street to 3554 Olive Street. The concern deals only in new and second hand medical books.

Personal Notes

R. W. S. WYNN, managing director of the New South Wales Bookstall Company, Ltd. of Sydney, Australia, sailed from New York for England on April 22nd to make several weeks' stop in London, returning home by Suez. Mr. Wynn is one of the conspicuous and successful bookmen of Australia, having spent over thirty years in the business. On the death of Mr. Rowlandson a few years ago, he became director of the company, which controls sixty bookstalls in New South Wales and has a staff of four hundred or more employees. The business is similar in type to the Smith bookstalls in England or those of the Union News Company in the United States, but the bookstalls of New South Wales carry a larger proportion of books than do ours in this country.

Unfortunately for their trip to the United States, Mr. and Mrs. Wynn both contracted "flu" in traveling across the country, and, after spending a week housed in Chicago, had a similar experience in New York, so that they have sailed without having been able to make many of the contacts they had planned with the American book-trade world.

THE ESTATE of Henry H. Windsor of Evanston, owner of two-thirds of the stock of *Popular Mechanics Magazine* amounts to \$1,100,000.

Another New Publisher

THE Siebel Publishing Corporation at West 20th St., New York has entered the field of book publishing and has ready two books "The Physical Training Manual" by Sgt. Arthur W. Wallander and "The Greater Revelation" by Baroness Katharine Evans von Klenner.

Plans for the publication of three other books have been made. "Rebel Smith," is a play of Australian life by Spencer Brodney, initiator of the repertory theater movement in Australia, whose play is about to be produced in Melbourne; "The Bride's Boudoir" by Miriam Ryon, the pseudonym of a woman well-known in Washington Society; "Sweden, 1907-1925" by Dr. Francis Snow, historian and the managing editor of *Current History*. This is a short and authentic history.

The Weekly Record of New Publications

THIS list aims to be a complete and accurate record of American book publications. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request. When not specified the binding is cloth.

Imprint date [or best available date, preferably copyright date, in bracket] is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.]

Sizes are indicated as follows: F. (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D. (12mo: 20 cm.); S. (16mo: 17½ cm.); T. (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

Ahlberg, Hakon

Swedish architecture of the twentieth century; preface by F. R. Yerbury. various p. il., diagrs. F (Modern architecture ser.) '25 N. Y., Scribner buck. \$25

Chiefly plates of Swedish interiors and exteriors with plans of the buildings and some pages of text.

Ames, Edward Scribner

The new orthodoxy [rev. ed.] 152p. D [c.'18, '25] Chic., Univ. of Chic. Press bds. \$1.50

And who is my neighbor? an outline for the study of race relations in America; pt. I. 240p. (bibl. footnotes) D '24 c. N. Y., Ass'n. Press \$1; pap., 75c.

Arnold, Conrad, ed.

The practical engineer electrical pocket book and diary for 1925. 792p. il. T (Oxford tech. pub'n) '24 N. Y., Oxford \$1

Austen, Jane

Emma; il. by C. E. and H. M. Brock. 367p. il. (col.) D (Rittenhouse classics) [n. d.] Phil., Macrae Smith \$2.25

Bailey, Liberty Hyde

The gardener; a book of brief directions for the growing of the common fruits, vegetables and flowers in the garden and about the house. 272p. il. D '25, c. '00, '25 N. Y., Macmillan \$2

The basis of this volume of practical advice is "The Amateur's Practical Garden-Book" by Bailey and Hunn, published in 1900.

Bailor, Edwin Maurice

Content and form in tests of intelligence. 84p. (2p. bibl.) O '24c. N. Y., Teachers College, Columbia Univ. \$1.50; pap., \$1.25

Ackerman, Mrs. Mora L.

Verses interpreted. 54p. D '24 Plainfield, N. J., Courier News Pub. Co. apply

Alabama. Dept. of Education

Temperance and law enforcement. 13p. O (Program leaflet, Div. of school & community betterment) '24 Montgomery, Brown Pr. Co. apply

Banks, Elizabeth

School for John and Mary. 314p. D ['24] N. Y., Putnam \$2

The question of education for children in England, discussed in narrative form.

Banning, George Hugh

In Mexican waters. 208p. il. map O '25 Bost., Chas. E. Lauriat \$4.50

Account of a cruise to the islands lying off the western Coast of Mexico, and of visits to some of the towns and estuaries of the mainland.

Barja, Cesar

Libros y autores modernos, (literatura espanola). 644p. D '24 c. N. Y., G. E. Stechert \$2

Barrett, E. Boyd

The new psychology; how it aids and interests. 367p. (bibl. footnotes) diagr. D c. N. Y., P. J. Kenedy \$2.75

Modern psychological theories from the Catholic point of view.

Barton, Bruce

The man nobody knows; a discovery of Jesus. 219p. ,D [c.'24, '25] Indianapolis Bobbs-Merrill \$2.50

An unconventional portrait of Jesus.

Beaumont, Roberts

Carpets and rugs. 426p. il. (pt. col.) diagrs. O '24 N. Y., Van Nostrand \$15

Beck, Ernest G., ed.

The practical engineer mechanical pocket book and diary for 1925. 752p. il. T (Oxford tech. pub'n) '24 N. Y., Oxford \$1

Beck, L. Adams

The way of stars. 408p. D c. N. Y., Dodd, Mead \$2

A romance of reincarnation wherein a queen of ancient Egypt lives again in modern India.

Austin, Grace Jewett

Abigail; a play in five acts. 48p. D '24 Bloomington, Ill., G. A. Brown apply

Bloom, Lansing Bartlett

Early vaccination in New Mexico. 12p. O (Hist. Soc. of N. M. pub'n no. 27) '24 Santa Fe, Santa Fe New Mexican Pub. Corp. apply

Beith, Ian Hay [Ian Hay; Junior, sub., pseuds.]		Small, Maynard	\$2
Paid in full. 293p. D '25. c.'24, '25 Bost., Houghton	\$2	A romance of early America.	
The story of a rascal and his regeneration, by the author of "Happy-Go-Lucky."			
Benson, Edward Frederic		Christie, Agatha	
Alan 356p. D [c.'25] N. Y., Doran \$2		Poirot investigates. 287p. D '25 c. '23-'25	
A study of a very distinguished and very selfish English novelist whose young wife finds that her loyalty and kindness are not appreciated.		N. Y., Dodd, Mead	\$2
Blau, Joel		The French detective Poirot again appears to help solve a mystery.	
The wonder of life. 229p. D c. N. Y., Macmillan	\$2	Clarke, James Freeman	
Religious and philosophical essays.		Manual of Unitarian belief; 20th ed. rev. 108p. (bibls.) D '24 c. Bost., Beacon Press	
Bottome, Phyllis [Mrs. Forbes Dennis]			\$1
Old wine. 346p. D [c. '25] N. Y., Doran \$2		Cleveland Foundation Committee	
A novel of post-war Vienna by the author of "The Kingfisher."		Survey of higher education in Cleveland. 487p. diagrs. S [c. '25] Cleveland, O., Author	
Bounds, Edward McKendree, D.D.			\$2
The essentials of prayer; ed by Homer W. Hodge. 143p. front. (por.) D (Bounds spiritual life bks.) [c.'25] N. Y., Revell \$1.25		"An investigation of the conditions, problems and needs of the municipal community."	
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Strickland, Earle

Representative short stories analyzed. 482p. D (Modern authorship) '24 c. '21-'24 Hollywood, Cal., Palmer Inst. of Authorship fab.

Prepared as part of the Palmer course and service in creative writing.

Sullivan, A. M.

Sonnets of a simpleton, and other poems. 110p. D '24, c. '25 Newark, N. J., D. S. Colyer, 8 Lafayette St. \$2

Thayer, Lee [Mrs. H. W. Thayer]

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Tinling, Christine I.

Bits of China; introd. by Anna A. Gordon. 222p. il. D [c. '25] N. Y., Revell \$1.50

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Trelease, Sam F.

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Trollope, Anthony

Rachel Ray. 410p. T (World's classics, no. 279) '24 N. Y., Oxford 80c.

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Underwood, Alfred Clair

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Studies in the history of political philosophy before and after Rousseau; ed. by A. G. Little; v. 1, from Hobbes to Hume. 393p. (bibl. footnotes) front. (por.) O (Pub'n. of the Univ. of Manchester, no. 166) '25 N. Y., Longmans \$14, set.

Tan Bark, pseud.

Game chickens; how to breed them. 64p. O '24 Orlando, Fla., J. H. Wendler apply

Time and temperature in oven cooking. 125p. il. (col.) D [c. '24] St. Louis, Mo., Amer. Stove Co. \$1

United States and the Dawes annuities, The. 37p. D (Internat'l conciliation, no. 209) '25 Worcester, Mass., Carnegie Endowment for Internat'l Peace pap. 5c.

Studies in the history of political philosophy before and after Rousseau; ed. by A. G. Little; v. 2, from Burke to Mazzini; with a list of the writings of Professor Vaughan, by H. B. Charlton. 359p. (8p. bibl.) O (Pub'n's of Univ. of Manchester, no. 167) '25 N. Y., Longmans \$14, set.

Veit, Benjamin

Safety first for children; a reader for city schools that will help to prevent fires and accidents. 91p. il. (pt. col.) D [c. '25] N. Y., Noble & Noble 65c.

Venable, Clarke

Fleetfin: an idyll of a little river; with prefatory note by Henry van Dyke. 66p. D [c. '25] Chic., Reilly & Lee bds. \$1.25 The life and experiences of a black bass described in a way that lovers of outdoor literature will enjoy.

Von Ziekursch, Theodore

White trail's end. 285p. D c. Phil., Macrae Smith \$2

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Waggett, P. N.

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Wallace, Mrs. Mary Bruce

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Watt, H. A., and McDonald, P. B.

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Wells, Amos Russel

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South Africa. 21p. O (Trade & economic review

for 1923, no. 29) [24] Wash., D. C., Bur. of Foreign & Domestic Commerce pap. apply

White, Howard

Executive influence in determining military policy in the U. S.; 2 v. 292p. (7p. bibl.) O (Studies in the social sciences, v. 12, nos. 1 & 2) [c. '25] Urbana, Univ. of Ill. pap. \$1 ea.

Wilmarth, M. Grace, comp.

The geologic time classification of the U. S. Geological survey compared with other classifications; The original definitions of era, period and epoch-terms. 144p. diagr. O (Dept. of Int., U. S. Geol. survey, bull. 769) '25 Wash., D. C., Govt. Pr. Off.; Supt. of Doc. pap. 20c.

Short sketches of familiar Bible scenes, with practical applications for these times.

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Six years in the Malay jungle. 274p. (5p. bibl.) il. O '25, c. '23-'25 Garden City, N. Y., Doubleday \$3

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Whetzel, Herbert Hice and others

Laboratory outlines in plant pathology; 2nd ed. rev. 231p. (bibls.) O '25 Phil., Saunders \$3.25

Whittaker, W. G.

Fugitive notes on certain cantatas and the motets of J. S. Bach. 312p. O '24 N. Y., Oxford \$4.20

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Jeremiah. 141p. front. (por.) D [c. '25] N. Y., Century pap. 50c.

A drama in five acts based upon the story of Jeremiah as found in the Bible.

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Wood, Clement

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Comment and criticism of the whole body of American poetry from colonial times to the present.

Woodrow, Mrs. Wilson

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A mystery tale whose plots and counterplots center about an adventuress, known in the underworld as Fer-de-lance.

Young, Francis Brett

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Old and Rare Books



Edited by Frederick M. Hopkins

JAMES F. DRAKE, the rare book dealer, 14 West 40th Street, will leave on May 9th for a book buying trip to England.

ALFRED FOWLER'S magazine, *The Golden Galleon*, contains in the spring number an article on "The Irony of Irony," by Holbrook Jackson; "Presidents as Poets," by Gardner Teall, three interesting woodcuts by J. J. Lankes and other articles and poems of interest.

SAMUEL L. MUNSON of Albany, N. Y., has given to the Antiquarian Society of Worcester, Mass., his extensive and valuable collection of almanacs, generally regarded as the largest private collection in this country. The society will retain any almanacs not in its own large collection, and it is estimated that the accessions will amount to about 4,000 issues.

THE American Art Association now has three vice presidents, Otto Bernet and Hiram Parke, and Arthur Swann who was recently elected to that position. For some years the book and print department of the American Art Association, under the old management, to observers, appeared to be on probation. The advancement of Mr. Swann and the attention now given to book and print sales indicates that this

is no longer the case. A wide circle of friends will congratulate Mr. Swann upon his personal success, and also for the substantial recognition he has won for his department.

A VALUABLE collection of early Bibles has recently come into the possession of the Cincinnati Public Library. The purchase was made from Reese C. Vidier of Denver, Col., and includes in its extensive collection, such rarities as "Biblia Maxima Volumines," or the Bishop's Bible, printed by Richard Carmardenmat at Rouen, in 1556; the Miles Coverdale Bible, the first printed in English in 1522; and "Biblia Pauperum," printed in Venice, in 1508, and remarkable for its woodcuts.

THREE hundred years ago the first edition of Hugo Grotius's great work, "De Jure Belli ac Pacis" was printed in Paris. In honor of that event the William L. Clements Library of American History at the University of Michigan is holding an exhibition including about one-half of the seventy editions of this work, as listed by Professor Reeve of the University of Michigan. A final authoritative translation into English of this work is to be published this year by the Carnegie Endowment, prepared by a group of University of Michigan scholars.

AN important Italian sale will be held from May 6 to 9, by Ulrico Hoepli Galleria de Christoforis, Milan, who will offer an extensive collection of rarities, the property of T. De Marinis, of Florence, comprising illuminated manuscripts, autographs, incunabula, early illustrated books, old bindings, rare and curious books, fine old bindings, and works on bibliography and art. The catalog contains 320 lots, illustrated by 70 full page plates, a frontispiece in gold and colors, making a volume worth preserving for bibliographical reference.

A CURRENT catalog of "modern firsts" just issued by the Antiquarian Book Co. of Stratford-on-Avon lists the works of four American writers among fifty that are covered. These are Lafcadio Hearn, Henry James, Stephen Crane and Robert Frost. Frost's "A Boy's Will" was issued in London in 1913 and "North of Boston" in London, 1914, a year before the American editions. The value placed on them in this catalog is 22s. 6d. for the first item and £1 10s. for the latter. "A Boy's Will" had but one printing in London but three different bindings, first brown cloth, then white cloth, then paper covers. The first binding of "North of Boston" was of untrimmed sheets and is about a quarter inch wider than the second lot which is in the same green buckram.

A RARE collection of clippings representing a complete newspaper history of sixty years of the New York stage, beginning with Edwin Forrest and Charlotte Cushman in 1860, will be placed on exhibition at the New York Public Library early in May. The exhibition will include hundreds of volumes collected by the late Robinson Locke, editor of the *Toledo Blade*, and will be supplemented by rare miscellany and memorabilia of long forgotten first nights loaned from other sources. The Locke collection, to which the Toledo publisher and editor devoted a lifetime of research, is regarded as "one of the treasures in the archives of the American theater" says E. H. Anderson, a director of the library.

THE Oxford University Press will publish shortly an edition of Jane Austen's "Lady Susan," from the original manuscript, now in possession of Lord Rosebery. This short sketch, in the form of letters, seems to have been written about the same time as "The Watson's", the paper having the watermark 1805. It was first published in 1871 in the second edition of J. E. Austen Leigh's "Memoir," but the text in this edition contained a good many errors and was to some extent modernized. Some portions of the original text were omitted altogether. The present edition gives the text just as Miss Austen wrote it. The binding is uniform with the recently published "Sandition."

THE library of the late Rev. Paul F. McAlenney of Hartford, editions de luxe and large paper editions of American and English authors, collected sets of first editions, rare first editions, illuminated manuscripts and autograph letters and author's manuscripts, with additions, were sold at the American Art Galleries April 15. The 616 lots brought \$57,777. Bidding at all three sessions was spirited and in many cases high prices were realized. A few of the more important lots were the following: "Missale Romanorum, cum Calendario," an exceptionally fine specimen of fourteenth century illuminated manuscripts, with 230 miniatures, \$4,100; "Historia de la Bible," a magnificent fifteenth century French illuminated manuscript, \$3,200; "The Sporting Repository," with colored plates by Henry Alken and others, 8vo, half morocco, London, 1822, \$550; Aupperley's "The Life of a Sportsman," with colored plates by Alken, Levant by Zaehnsdorf, London, 1842, first issue of the first edition, \$400; Dickens' "The Strange Gentleman," small 8vo, levant, London, 1837, original issue with Phiz's frontispiece, \$925; Eagan's "Real Life in London," colored plates by Alken and others, 56 original parts in 33 parts, London, 1821-22, rare in parts, \$510; Emerson's "Friendship," modern illuminated manuscript, 12mo, in a jewelled binding by Sangorski & Sutcliffe, London, 1910, \$475; Irving's "Complete Works," 40 vols., 12mo, levant, New York, 1895-97, author's autograph edition, \$360; Boswell's

"Life of Samuel Johnson," 2 vols., 4to, old Russia rebacked, London, 1791, first edition, \$230; Kipling's "Writings," 27 vols., 8vo, levant by Zaehnsdorf, London, 1897-10, Macmillan's edition de luxe, \$450; Scott's "Waverly Novels, Poetical, Dramatic, and Prose Writings," 187 vols., 16mo, 8vo and 4to, polished calf, Edinburgh and London, first editions, from the collection of William Menzies, \$850; and Thackeray's "Floret et Zephyr," folio, wrappers, 1836, \$750.

SLECTIONS from the libraries of Mrs. William Taylor of this city, and Andrew Baird, 2d., of Brooklyn, with additions comprising sporting and historical colored plate books, first editions of Shelly and Thackeray, and manuscripts of Mrs. Browning, Mark Twain and Stevenson, and drawings by Thackeray were sold at the Anderson Galleries April 13 and 14, 393 lots bringing \$29,544.50. This sale was well attended at both sessions and very good prices were realized. The highest price, \$2,000, was paid for Stevenson's manuscript of "Robin and Ben; or, the Pirate and the Apothecary," 9pp. 4to, enclosed in a solander case. Other interesting lots and prices were the following: Apperley's "The Life of a Sportsman," with colored plates by Alken, royal 8vo, original blue cloth, London, 1842, first issue of the first edition, \$700; Surtees's "Jorrock's Jaunts and Jollities," colored plates by Alken, 8vo, original cloth, London, 1843, second edition but first with Alken plates, \$650; Frances Burney's "Evelina," 3 vols., 12mo, original calf, London, 1778, rare first edition, \$480; Mark Twain's manuscript of "The \$30,000 Bequest," 81 pp. 8vo, levant, complete, \$1,000; Westmacott's "The English Spy," colored plates by Cruikshank, Rowlandson and others, 2 vols., royal 8vo, levant by Zaehnsdorf, London, 1825-26, first edition, \$300; Dickens's "Master Humphrey's Clock," 3 vols., royal 8vo, decorated cloth, London, 1840-41, presentation copy of the first edition, \$305; Goldsmith's "Vicar of Wakefield," 2 vols., 12mo, contemporary calf, Salisbury, 1766, \$925; Hudson's "Fan," 3 vols., 12mo, cloth, London, 1892, only recently known to have been written by Hudson, \$430;

Keats's "Endymion," 8vo, levant by Zaehnsdorf, first issue of the first edition, \$365; Masefield's "Salt-Water Ballads," 12mo, buckram, London, 1902, first edition, \$155; *The Scourge*, with colored plates by George Cruikshank, 12 vols., 8vo, levant, London, London 1811-16, fine, complete set, \$850; Shelley's "Epipsy-chidion," 8vo, levant by Rivière, London, 1821, first edition, \$690; Thackeray's "Flore et Zephyr," folio, wrappers, London, 1836, \$950; and by the same author, "Vanity Fair," 20 parts in 19, original wrappers, London, 1847-48, first edition, lacking only a few leaves of advertising matter, \$1,000.

THE exhibition of Old Anatomical Books open to the public at the Grolier Club, 47 E. 60th Street, until April 8, should be of particular interest not only to the medical world but also to students and collectors of fifteenth and sixteenth century books and engravings. Among some of the books included in the exhibit are "Epistola . . ." of Rabanus Maurus, 1467; books of Giacoma Berengarius (1470?-1530?); books with drawings by Dürer and DaVinci; books by Claudius Galen and Aurelius Celsus, published in Venice in 1525 and 1528 respectively, by Aldus and many other items of interest.

Catalogs Received

España y Portugal con Sus Antiguas Posesiones de Ultramar. (No. 547; Items 1308.) Karl W. Hiersemann, Königstrasse 29, Leipzig, Germany.
New and second-hand books on medicine, surgery, nursing, pharmacy. (No. 9.) W. & G. Foyle, Ltd., 121 Charing Cross Road, London, W. C. 2, England.
Out of print Occult books. John M. Pryse, 919 South Bernal Ave., Los Angeles, Cal.
Choice and rare books. (No. 38; Items 223.) Dawson's Book Shop, 627 South Grand Ave., Los Angeles, Cal.

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Hunt's Merchants Magazine, vols. 1-63.

Review of Economic Statistics 1919-23, Harvard University.

The Acorn, Portsmouth, N. H.

Johnson's Lives of the Poets.

Aladdin Bk. & Brass Shop, 205 Trumbull St., Hartford, Conn.

Review Copies Latest Fiction.

Aldine Book Shop, 1803 Sansom St., Philadelphia Galapagos, Beebe, 1st ed.

When We Were Very Young, Milne, 1st ed.

Pennels, Our Phila., lim. ed., autographed.

Almayers Folly, Conrad, 1st ed.

New Book of Nonsense, pub. by Sanitary Commission during Civil War.

Am. Bapt. Pub. Soc., 1107 McGee, Kansas City, Mo.

The History of the Popes, complete, good condition.

Chronicles of Schonberg Cotta Family, Luther, English trans.

Talmage's Sermons, complete set.

Hasting's Great Texts of the Bible, 21 vols.

Spurgeon's Memorial Library Sermons, 21 vols.

Amer. Bapt. Pub. Soc., 223 Church St., Toronto, Ont. Indian Clubs, Corbett.

American Library Service, 500 5th Ave., New York

Bailey, Lost Language of Symbolism.

Horton, George Moses, poems by.

Philistine, vols. 1 & 3.

Walsh, The Big Fight.

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W. H. Andre, 607 Kittredge Bldg., Denver, Col. 26 vols., Seven Seas ed., Kipling.

D. Appleton & Co., 35 W. 32nd St., New York

Horace Greeley, Overland Journeys from New York to San Francisco in 1859, N. Y., 1860.

Jules Remy, Journal to Great Salt Lake City (Journey).

Aries Bk. Shop, 116 Delaware Ave., Buffalo, N. Y. A Midsummer's Night's Dream, illus. by Heath Robinson, Dutton, 1914.

A. S. Arnold, Metuchen, N. J.

Books on Ancient Egypt, Hieroglyphs, Arts, etc.

Augustana Bk. Concern, Rock Island, Ill.

Homer's Iliad with apparatus, ed. by Walter Leaf, 2 vols., second or later ed.

Princes of the Church, Biographies of British Preachers.

Babson Statistical Organization, Wellesley Hills, Mass.

The Living Word; or, Bible Truths and Lessons for the Family, the School and the Church. Copyrighted by James C. Parsons. Ginn & Company, 1872.

J. Baer & Co., Frankfurt a. M., Hochstrasse 6, Ger. Jl. of Amer. Oriental Soc., compl. set up to 1924 incl. Summary of Events of Jewish Interest, vols. 1-3. Modern Language Notes, vols. 1-11 & 19-28, 1886-96 & 1904-13. Botanical Gazette, Chicago, compl. set from beginning up to 1924 and a set 1914 to 1924.

Bailey's Bk. Store, Vanderbilt Sq., Syracuse, N. Y. Anthons, Latin Lexicon.

W. M. Bains, 1213 Market St., Philadelphia Writings of Thomas Jefferson, 20 vols., Monticello ed., Jefferson Memorial Association. Principles of Light and Color, Edwin D. Babbitt, 1878.

Voyage to the Moon, C. de Bergerac.

Uneasy Money, Wodehouse.

The Mask, Cournois.

Bolton, E. S., Wax Portraits & Silhouettes.

W. Ballantyne & Sons, 1409 F St., N.W., Wash., D.C. Richards and Eliot, Julia Ward Howe. Progressive Principles of Theodore Roosevelt, ed. by E. H. Youngman.

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American Military Biography, Containing the Lives and Characters of the Officers of the Rev. War, Phila., 1831.

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The Man Who Was Good, lim. ed., Merrick.
Locomotive Up To Date, 1st ed. only, McShane.
Wisdom & Destiny, Maeterlinck, leather.
The Rangers, D. P. Thompson, Campaign of 1777, pub. 1847.

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 Beauty and Ugliness; The Romance of Arlington
 House, Lee & Thomson.
 Diary of Lady Charlotte, 2 vols., Bury.
 Recollections of a Long Life, 6 vols., pub. Scribner.
 Wild Life and the Camera, A. R. Dugmore.
 From Lands of Exile, Loti.
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 English History Told by English Poets.

Brick Row Book Shop, 19 E. 47th St., New York
 Bonaparte, Birds, 4 vols., 1828-33, 1st ed.
 Dexter, Photographs of St. Memin's Miniatures, N.
 Y., 1862.
 Huneker, Painted Veils.
 MacKenzie, C., Carnival, 1st ed.
 Murray, G., Four Stages of Greek Religion.
 O'Neill, Plays, 2 vols., limited.
 Pennant, Arctic Zoology, 1st ed.
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 trans. of Voltaire.
 Gibbon's Decline & Fall of the Roman Empire, ed.
 by Bury, Macmillan, 1914.
 Etheridge Plays, 1 vol., 1888, Nemo.
 Thomas Bancroft, Life and Letters, 2 vols., 1907.
 My Demon Motor Boat, 3 copies, pub. Little, Brown.
 J. Palmer, Comedy of Manners, Macmillan.
 R. A. M. Stevenson, Velasquez.
 Dickinson, Farmer's Letters.

Bridgman & Lyman, 108 Main, Northampton, Mass.
 Curran and His Contemporaries, Phillips.
 Strong's Concordance of the Bible.
 Grove, Dictionary of Music and Musicians, 5 vols.

Morris H. Briggs, 5113 Kimbark Ave., Chicago
 De Ricci, Book Collector's Guide.
 Hayden, Sun Pictures Rocky Mountain Scenery.
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 Walden, any other 1st eds.
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 Whitman, Walt, any 1st eds.
 Conrad, Children of the Sea; Typhoon, any other
 1st American eds.

Brockmann's, Charlotte, N. C.

Allen, Middle of the Pasteur.
Brooklyn Mus., Lib., Eastern Parkway, Brooklyn
 Am. Jour. of Archaeology, vol. 25, no. 1.

Herbert R. Brown, 70 5th Ave., New York
 Any vols. Riverside Press, series printed by Bruce
 Rogers.

Brown Book Shop, 623 State, Madison, Wis.
 Lydekker et al, Natural History, Concise Library,
 Appleton, 1897.

Bryant Book Shop, 66 W. 47th St., New York
 Garland of Verses, Baum.

Bullock's, Los Angeles, Cal.
 The Little Gray Poems, ed. by Miss Norton.
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 Lehman's Physiological Chemistry, 2 vols., Phila,
 1855.

Burrows Bros. Co., 633 Euclid Ave., Cleveland, O.
 Sizing Up Uncle Sam, Fitch.
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 Bowne, Principles of Ethics, Harper.
 Burpee, Pathfinders of the Plains.
 Burpee, Search for Western Sea.

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Charnock, Marine Architectures, 3 vols.
 Clarke, Sketches of Gaspe.
 Clarke, Micmac Tercentenary.
 Decameron, 2 vols., Lawrence & Bullen, 1893.
 Fithian, Diary & Letters, Princeton Univ.
 Gould, 50 Years on the Mississippi.
 Hard, Mushrooms.
 Hayden, Washington & His Masonic Compeers, 1905.
 Hazlitts Works, 12 vols.
 Huneker, Chopin, 1st ed.
 Isham, History of American Painting.
 Laboulaye, Abdallah, McClurg.
 Lancaster, Historic Virginia Homes.
 Morley, Oliver Cromwell, Eversley ed., Macm.
 McCormick, Spanish California.
 Trowbridge, Seven Splendid Sinners.
 Weems, Life of Washington.
 Wells, Outline of History, 2 vols., 1st Amer. ed.
 West, Federal Power, 1919.
 Wiley, Old Dan Tucker, illus. by Darley.

H. E. Chandler & Co., 630 Davis St., Evanston, Ill.
 Heath's Practical Anatomy Manual of Dissection.

W. G. Chapman, 118 N. La Salle St., Chicago
 Parrish, Molly MacDonald.

Chic. Med. Bk. Co., Congress & Honore Sts., Chicago
 Trans. of the Medical Works of Galen, Hippocrates, and Guy de Chauliac in German, Eng., French or Spanish.
 Coxe, Epitome of the works of Galen & Hippocrates, 1846.
 Works on the History of Ophthalmology, Otology & Laryngology.
 Greenbaum's Practice of Dentistry.
 Hunter, Oral Sepsis.
 Ludy, Answers to State Board Questions on Dentistry.

Chicago Public Library, Order Dept.
 Sparks, J., Life of George Washington, 1857.
 John Marshall, Life of George Washington, 5 vols., 1805.
 Memoirs of Honorable Thomas Jefferson, 2 vols., 1809.
 Basil Hall, Travels in North America in Years 1827 and 1828, 3 vols., 1829.
 Radot, M., Louis Pasteur, His Life and Labors, tr. by Lady C. Hamilton, 1885.
 Beyle, M. H. (De Stendhel), La Chartreuse de Parme, tr. by E. P. Robins, 3 vols.

Chipman's, Brookline, Mass.

American Law Rev., vols. 27, 29, 40, 48; vol. 49, nos. 1, 2, 3, 4, 5; vol. 50, nos. 4, 5; vol. 54, nos. 4, 5, 6; vol. 57, nos. 2, 4.
 Columbia Law Rev., vols. 1, 2, 3, 4, 5, 6; vol. 7, nos. 2, 4, 5; vol. 8, no. 4; vol. 9, no. 6; vol. 13, no. 6; vol. 15, no. 5; vol. 16, no. 3; vol. 19, nos. 2, 3, 4, 5, 6; vol. 20, no. 1.
 Illinois Law Rev., vol. 1, no. 1; vol. 2, nos. 1, 3, 8, 9; vol. 10 complete; vol. 11, nos. 1, 2, 3, 4, 5, 7; vol. 12, nos. 2, 7, 8, 9; vol. 13, no. 2.
 Yale Law Journal, vol. 16, no. 2; vol. 23, no. 1.

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 Powell, Historic Towns of Western States.
 Southwest Texas, 20th Century History, 2 vols.
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 Holly, Samantha on the Race Problem.

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 Wilson, Waste Paper Philosophy.

James H. Collins, 70 5th Ave., New York
 Federal Reserve Bulletin, final ed., Wash., D. C., January, 1923.

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 Opal, Old Annual.
 Parton's Lives, Burr, Jackson, Jefferson.
 Spoon River Anthol., not 1st ed.
 Virginia items, especially law and periodical.

Columbia University, Library, New York

Loti, Pierre, Iceland Fisherman.
 Budish & Soule, New Unionism in Clothing Industry, Harcourt, Brace & Co.
 Fisher, Everard E., Condensed Practice, Bookkeeping and Acctg., Fisher System, 1924 ed., Educational Publishing Co., Wichita, Kan.
 Stetson, C. P. S., Women and Economics, Small-Maynard, 1910.

Columbia Univ. Pr. Bkstore, 2960 Broadway, N. Y.
 McClure, Ventilation of School Buildings.
 National Geographical Magazine, complete set.
 Ross, Theory of Pure Design.
 Rickaby, Of God and His Creatures.
 Long, Sane Sex Life and Living.

I. S. Colwell, 99 Genesee St., Auburn, N. Y.
 Nordinskiold Cliff Dwellers of Mesa Verde, trans. Morgan, Chicago, 1893.
 History Otsego County, N. Y.
 Clark, J. S., Mohawk Indians.

Cornell Co-operative Society, Ithaca, N. Y.

Morton, Art of Make-up, Macmillan.
 Cunningham, An Essay on Western Civilization in Its Economic Aspects, Cambridge Historical ser.
 Beagle & Crawford, Community Drama & Pagantry, Yale Univ. Press.
 Fernow, Care of Trees, Holt.

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 Hamilton, Sir Wm., Logic, only.
 Bernstein, Evolutionary Socialism.

Dauber & Pine, 83 4th Ave., New York

Mass. Hist. Soc'y Coll., series 3, vol. 10.
 Brickell, Natural History of N. C., 1732.
 Grabau, A. W., N. A. Index Fossils.
 Irving, Knickerbocker History of N. Y., 1st ed.
 Hertzell, Application and Achievement.
 Woods, R. K., Tours in the Martini Province.
 Tourists Northwest Provinces.
 Sweeny, The Common Sense of the Exact Science: Liminora—The Island of Progress; Riallaro—The Archipelago of Exiles.

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C. M. Court Painter and His Circle, pub. McBridge-Nash, 1914.

DuPratz, History of Louisiana, 1758.

Encyclopedia Britannica, vol. 26, Handy Vol. ed., brown cloth preferred.

Essig, Injurious and Beneficial Insects of California, pub. Calif. State Committee of Horticulture.

Gaul, Functions of Brain, with atlas, 5 vols., Eng. text.

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Journal of the Gancourts.

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 Pastels in Prose, trans. by Merrill, Harper.
 Peek, Numerology.
 Roman, History of Florida, 1776.
 Roman Lawyer in Jerusalem.
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 Tennant, John, Every Man His Own Doctor, or Poor
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 Bank Rate & Money Market in U. S., Norton.
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 Life of Jay Gould, Halstead & Beale.
 How to Instal a Foundry Cost System, Laughry, '10.
 Study & Difficulty of Mathematics, DeMorgan.
 Fundamental Problems of Monetary Science, E. M.
 Walsh.
 Petroleum Register 1923 & 1924, pub. Oil Trade Jl.
 Mineral Industries, 1918, 1920, 1921, 1922, 1923, 1924,
 pub. by McGraw-Hill.
 Lives of American Merchants, Freeman Hunt, 2 vols.
Doubleday, Page Bk. Shop, 38 Wall St., New York
 Gawin, Immigration Problems.
 Chesterton, Napoleon of Notting Hill.

E. P. Dutton & Co., 681 5th Ave., New York
 A. L. S., Parkman, Fiske, Dr. H. Bushnell, Motley
 and Lowell.
 Bacon, Chronicles of Tarrytown and Sleepy Hollow.
 Cathers, Troll Garden.
 Crockett, Black Douglas; Fishers of Men.
 Caulkins, History of New London.
 Doyle, Mystery of Sassassa Valley.
 Dickens, Birmingham Polytechnic Institute for Feb.
 28, 1844.
 Dickens, Theatrical Fund Festival, London, 1850;
 The Chimes, A Reading in Three Parts; The
 Bastile Prisoner, London N. D.; Circular Letter
 by Dickens July 7th referring to his efforts for
 International, London, 1842; Barbor Brothers; The
 Boy at Mugby; The Signalman, London N. D.,
 privately printed; Mrs. Lirripers Lodgers, Lon-
 don N. D.; Nicholas Nickleby at the Yorkshire
 School, privately printed, London N. D.; Is She
 His Wife? London, 1870; Theatrical Fund Festi-
 val, London, 1854.

Dowden, E., Browning, Temple Biographies.
 Dumas, Count of Monte Cristo, all vols. excepting
 2, 3, 4, 5. Routledge, 1888.
 Daudet, La Belle-Nivernaise, Sappho.
 Emerson, The Smoky God.
 French, Hezekiah's Wives.
 Jung, Psychology of Dementia Praecox, trans. by
 Brill.
 Levi, Sex Symbols and the Bible.
 Lawson, Frenzied Finance.
 Mahaffy, Greece Under Roman Sway.
 Russian Court Memoirs, 1914-1916.
 Reber, Christ of Paul.
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 Forbes, Elizabeth's Charm String, pub. 1918, Little, Hart, The Violin, Its Famous Makers and Their Imitators, Scribners.

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 American Magazine for May, 1924.

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 Child Welfare Work in California, Slingerland, Russell Sage.
 Italy and Her Invaders, Thos. Hodkins, 8 vols., Oxford, 1899.
 Decline & Fall of Roman Empire, Gibbon, Bury ed., 1900, 7 vols., illustrated.
 Roman Life and Manners Under Early Empire, Friedlander, 4 vols., trans. fr. 7th German ed., Rutledge, Dutton.
 The Roman Republic of Heitland, 3 vols., Oxford, 1910, 1st ed.
 All good second hand copies.

William Helburn, 418 Madison Ave., New York
 Denman Ross, Theory of Pure Design.
 Architectural Forum, Apr., June, July, Oct., Nov., 1919; Jan., Feb., Mar., June, Sept., Nov., 1920; Jan., Feb., 1921; Jan., Feb., Mar., Oct., Nov., 1922; Jan., Feb., May, Oct., Nov., 1923; Jan. June, Sept., 1924.

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 Chases Story of Stonewall Jackson.
 Clopton, True Stonewall Jackson.
 Anderson, Notes on Stonewall Jackson, Lond. 1905.
 Riley, Stonewall Jackson.
 Hulbert, A. B., The Washington We Forgot.
 Hough, Emerson, Story of the Outlaw, 1st ed.
 Stonebraker, Unwritten South.
 Centz, Republic of Republics.
 Bledsoe, Is Davis a Traitor.
 Youths History of the Great Civil War.
 Sprague, Annals of the American Pulpit, 9 vols., 1849-69.
 Cope, Gilbert-Cope Family.

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The Story of New Mexico, 475pp., 8vo, H. O. Ladd, author, complete with index and map, D. Lothrop Company, Boston, pub. about 1891.

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Love Letters of a Divorced Couple, pub. Doubleday, 1915, 3 copies. All above by Wm. F. Payson.

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Our Medicine Men, Century pub.

Harding, Peter, A Corner of Harley Street, Houghton.

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 Bona Fide, privately printed, Kansas City.
 Moorcraft, Travels in the Himalayan Provinces of Hindustan and Panjab, etc., Murray, 1841.
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 The Indian Dispossessed, Seth K. Humphrey, Little, Brown & Co.

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 Atkinson & Mentzer, U. S. History Series of Maps. No. 2, M1006, U. S. History Colonial, Early claims and grants of the European nations at the beginning of the 17th century; no. 3, M994, U. S. History Colonial, Atlantic Coast in 1650; no. 4, M1002, U. S. History Colonial, Atlantic Coast in 1713; no. 5, M998, U. S. History Colonial, North America in 1750.

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 African Servitude When Instituted 1860.
 Beckholdt, Tales of an Old Timer.
 Beebe, Wm., Log of the Sun, 1905.
 Fanaticism and Its Results, Baltimore, 1860, a pamphlet.
 Hinton, John Brown and His Men.
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 Wm. H. Babcock, Tower of Wye, H. T. Coates.
 Roseberry, Napoleon, Last Phase.
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 Journal of Educ. Psychology, vol. 15, no. 5.
 Mathematics Teachers, vol. 17, no. 1.
 Ingram, History of Slavery, Macm.
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 Virgil, Aeneid, Part I in Loeb Classical Library, impression of 1916 or 1920, nothing later.
 W. H. Wright, Modern Painting, John Lane, 1915.

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B. Quaritch, 11 Grafton St., London, W.1, Eng.

Hale, Six Months' Residence in C. America, 1826.
 Hamilton, Ballistics, Fort Monroe, Virginia, 1908.
 Harper, Assyrian Letters from Asurbanipal.
 Harte, Works, 19 vols., Autograph ed., 1904.
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 Melville, Moby Dick.
 Guiney, Louise Imogen, Songs at the Start; Goose Quill Papers, Boston; The White Sail and Other Poems; Brownies and Bogles; Monsieur Henri, N. Y.; A Roadside Harp; A Little English Gallery, N. Y.; Patrins; The Martyr's Idyl; Blessed Edmund Campion, London; Happy Ending; An Altar in the Wild; The Secret of Fougereus, Boston.
 Gardner, Genus Fucus on the Pacific Coast.
 Gauthier, One of Cleopatra's Nights, N. Y., 1882.
 Geological Soc., Quart. Jnl., vol. XI.
 Goldsmith, Sacred Symbolism in Art.
 Goodspeed, Chicago Literary Papryi, 1908.
 Grizzell, High School in New England before 1865.
 Guildner, Design and Construction of Internal Combustion Engines.
 Guiney, L. I., any.
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 Everett, Fichte's Science of Knowledge.
 Brown, Stellar Theology and Masonic Astronomy, 1882.
 Montgomery, The Samaritans, 1907.

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 Dana, Annals of Norwich, Conn., in War of Rebellion.
 Charles Reade, Complete, 12 vols., cloth, illus.
 Dickens, Nicholas Nickleby, vol. 2, imprint Boston, Ticknor & Fields, London, Chapman & Hall, 1864, 12mo.
 Dana, Two Years Before Mast, bound in cloth, with marginal notes, gilt cord around sides of binding.
 Parton's Life of Aaron Burr.
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Chas. Scribner's Sons, 5th Ave. at 38th St., N. Y.
Allen, Ravello, Murray, 1909.
Baker, Washington After the Revolution.
Bulletin American Museum of Natural History, for Feb., 1910.

Converse, House of Prayer, Scribner.
Cook, Rouen, Mediaeval Town series.
Cumming, W. G., Wild Men and Wild Beasts.
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Fraser, Earls of Cromartie, illus. ed.
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Hornung, E. W., Mr. Justice Raffles; Raffles; Thief in the Night, all Scribner.
Hunter, Stiegel Glass, Houghton Mifflin.
Jenkinson, I., Aaron Burr, pub. Richmond, Ind., 1902.
Leary, L. G., Andorra, McBride-Nast.
Leonard, Recollections of Monsieur Leonard, Mac.
Lloyd, Wealth Against the Commonwealth, Harper.
Lollee, F. A., Le Duc de Morny, Brentano.
Mommsen, History of Rome, 4 vols., London, Bentley, 1868.
Patterson, L., American Academy in Athens.
Ripley, Oriental Rug Book.
Sabatier, Religions of Authority and Religion of the Spirit, trans. L. S. Houghton, pub. Doran, 1903.
Spooner, W. A., edit., Histories of Tacitus, Mac., 1891.
Taine, Philosophy of Art.
Thomson, Wonder of Life, Kast ed., Holt.
Walters, A Lotus Eater in Capri.
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Beaumarchais and War of American Independence, E. S. Kite, 2 vols., Boston, 1919.
Our Race, Its Origin and Destiny, A. L. Totten, series one, no. one.
History of England from the Invasion of Caesar to the Year 1852, Religious Tract Society, London, 1853.

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Springfield, Mass., City Library Assn.
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Carnegie, Problems of Today: Wealth, Labor, Socialism.
English Journal for Jan., 1924.
Grey, Plots of Some of the Most Famous Old English Plays.
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Port of Missing Men, Nicholson, pub. Bobbs, M.
Pioneer Days of Oregon History, S. A. Clarke, 1905, Portland.
History of Oregon, H. H. Bancroft, San Francisco, 1888.

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Burnee, L. J., Journal De La Rocque Publications des Archives Canadiennes No. 3, Ottawa, 1911.
Conrad, H. L., Uncle Dick Wooton, Chicago, 1890.
Coyner, D. H., The Lost Trappers, Cincinnati, 1859.
Victor, F. F., River of the West, Hartford, 1870.
Sheridan, Gen. P. H., Personal Memoirs, 2 vols., New York, 1888.

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Art of Living Long, by L. Cornaro, published by Butler, 1917.
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St. Philip, Frank Warner.
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Physiological Abstract, vol. 1, complete; vol. 5, no. 1.
Antiques, April, 1922.
Trumbull, Friendship and the Master.
History of the Atwater Family.
Orlando Furioso, trans., Rose.
Raymond, Genealogy of Gray Family.
Eckles, Snakes of New York.
Mencken, Damn.

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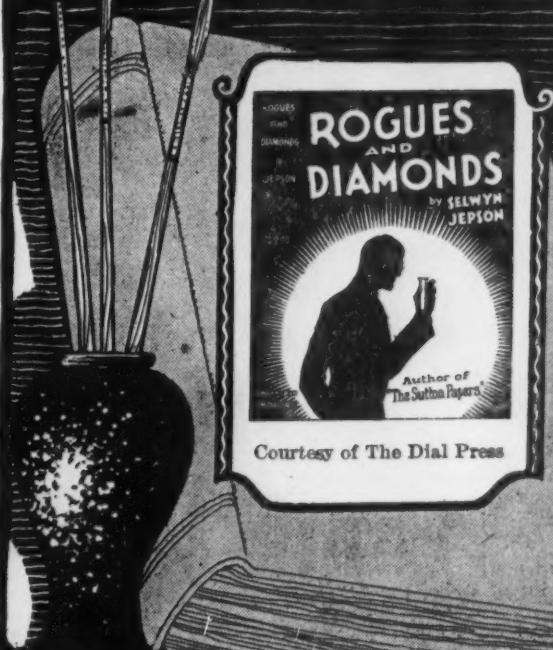
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